

# 2024 Edelman Trust Barometer

UAE Report

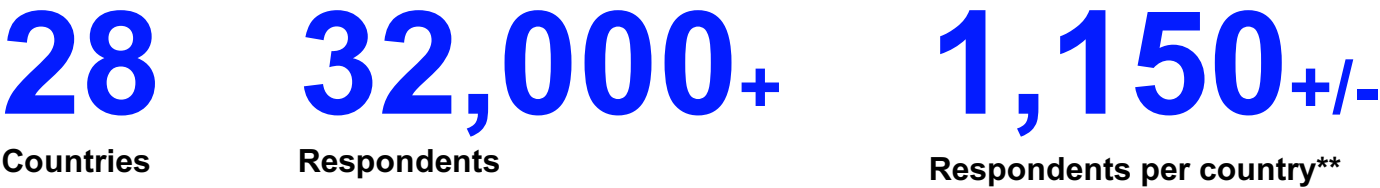



# 2024 Edelman Trust Barometer

## 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.

### 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.

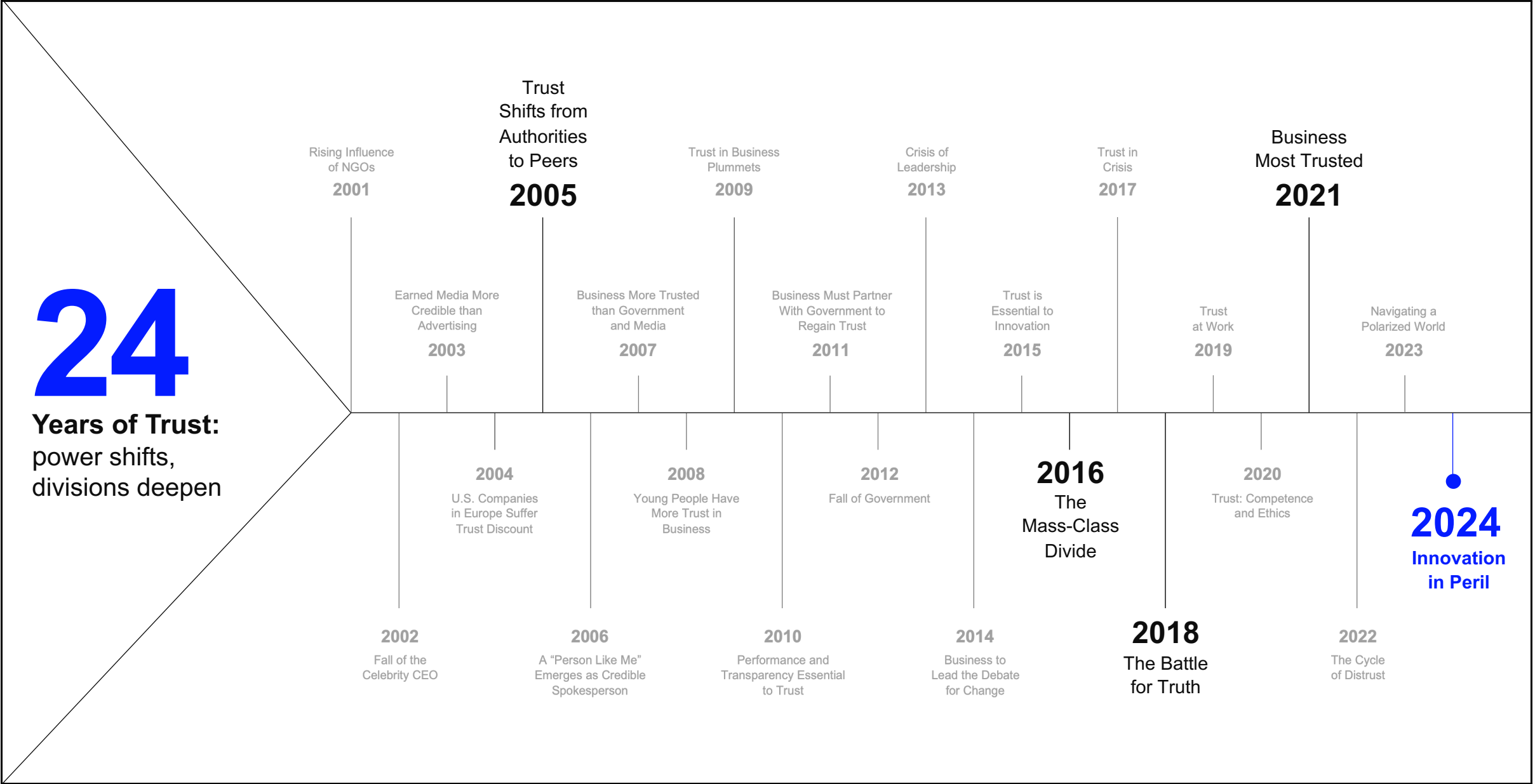
### Shortened question text

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



\*\*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



# 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](#)

# Solid Foundation of Trust in the UAE

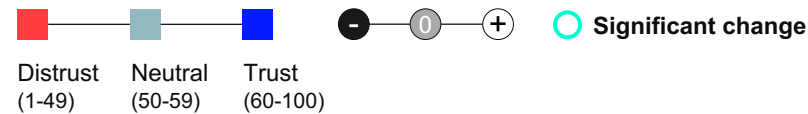




# Trust Index 2023 to 2024: Trust Remains High in the UAE

## 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

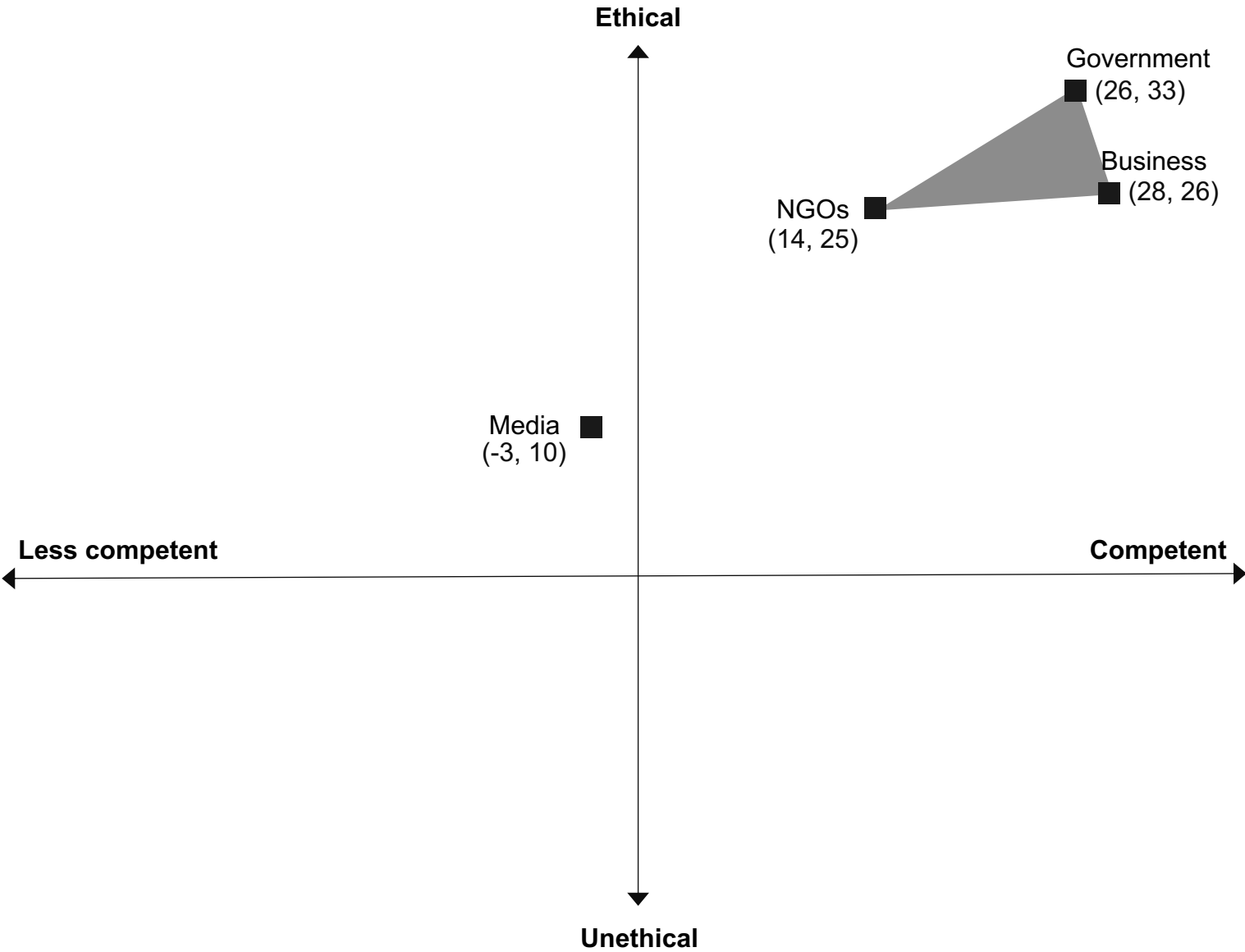
UK

-4



# In the UAE, Business and Government Seen As Competent and Ethical

(Competence score, net ethical score)

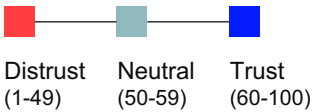


2024 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]\_PER\_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU\_3D\_[INS]/1. Media and NGOs were only asked of half the sample. General population, UAE.

For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

# Globally, Business Most Trusted to Integrate Innovation into Society

Percent trust

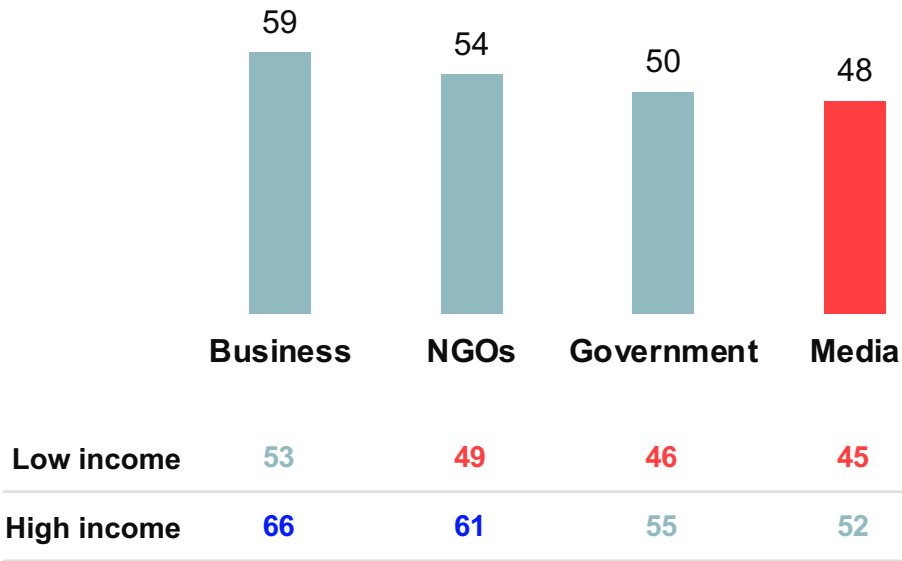
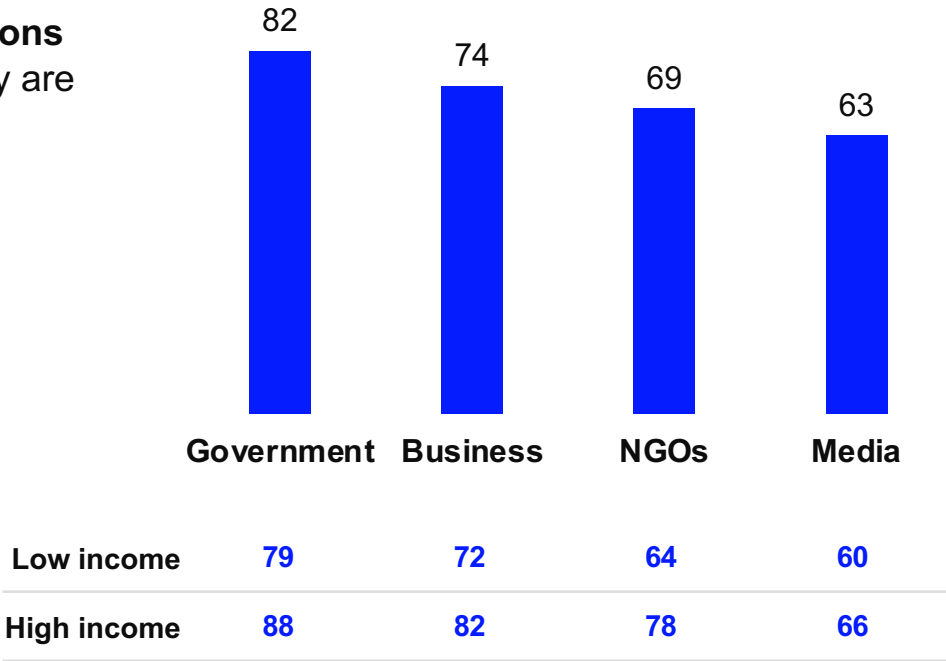


UAE

GLOBAL 26 Excludes China, Saudi Arabia

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

- Safe
- Understood by the public
- Beneficial
- Accessible

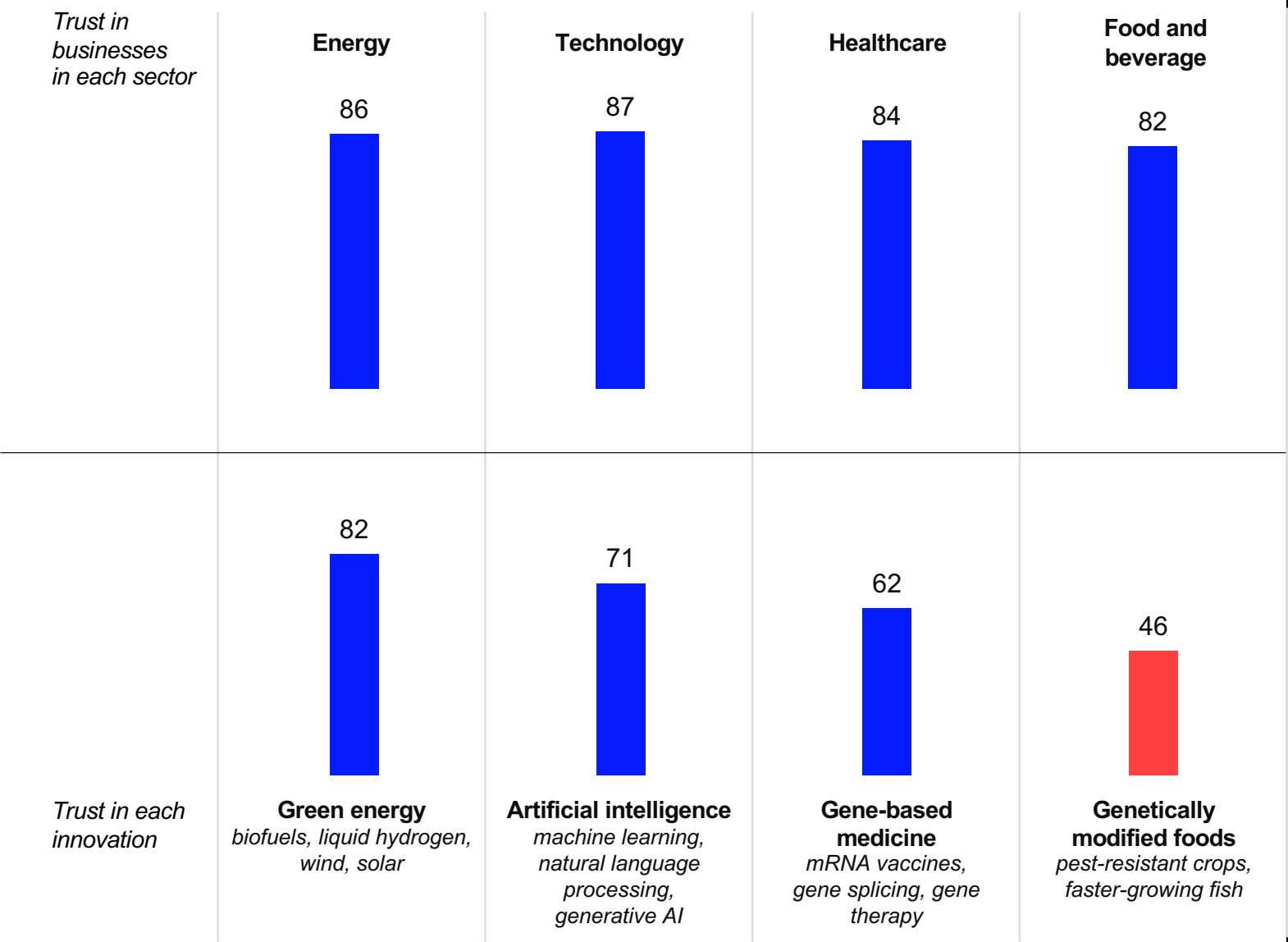
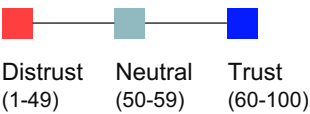


2024 Edelman Trust Barometer. TRU\_INS\_TCNG. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to ensuring that the introduction of new technologies and innovations into society is well-managed (e.g., they are safe, understood 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 UAE, and by income. Data for "Government" and "Media" not collected in China.



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

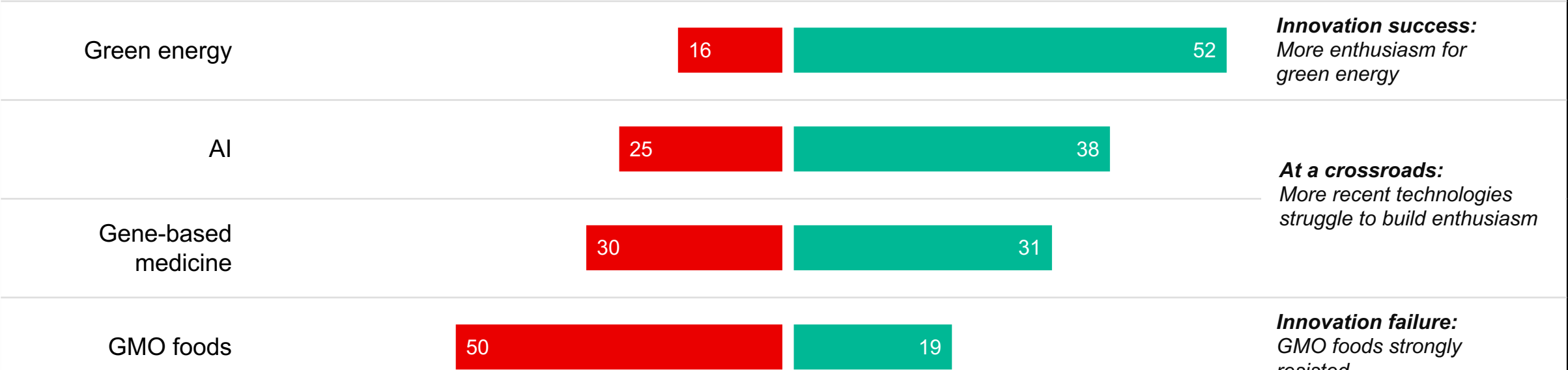
Percent trust, in the UAE



# Acceptance of Innovation at Stake

Percent who say, in the UAE

I reject this innovation I embrace this innovation



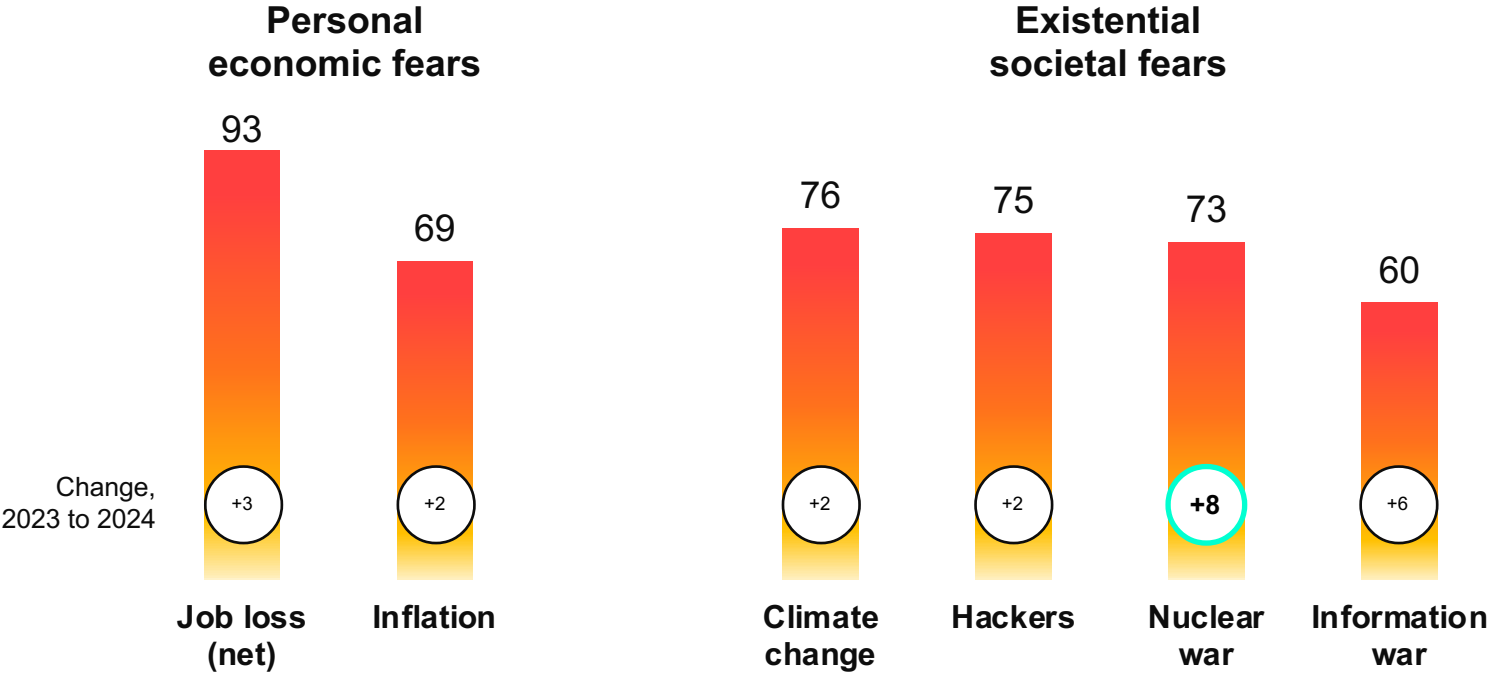
# Managing Innovation



# When Prompted, People Made Clear They Think About...

Percent in the UAE

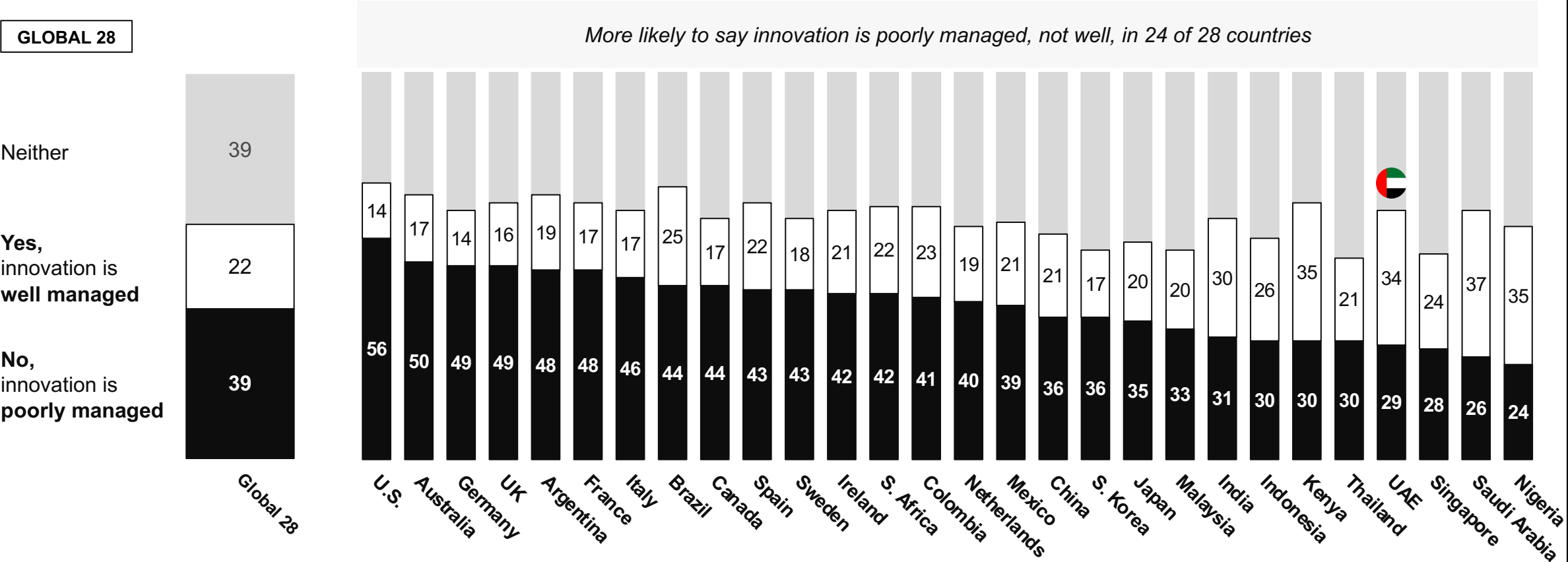
Legend: - 0 + Significant change



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, UAE. 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.

# Innovation is Seen As Well Managed in the UAE

On average, percent who say

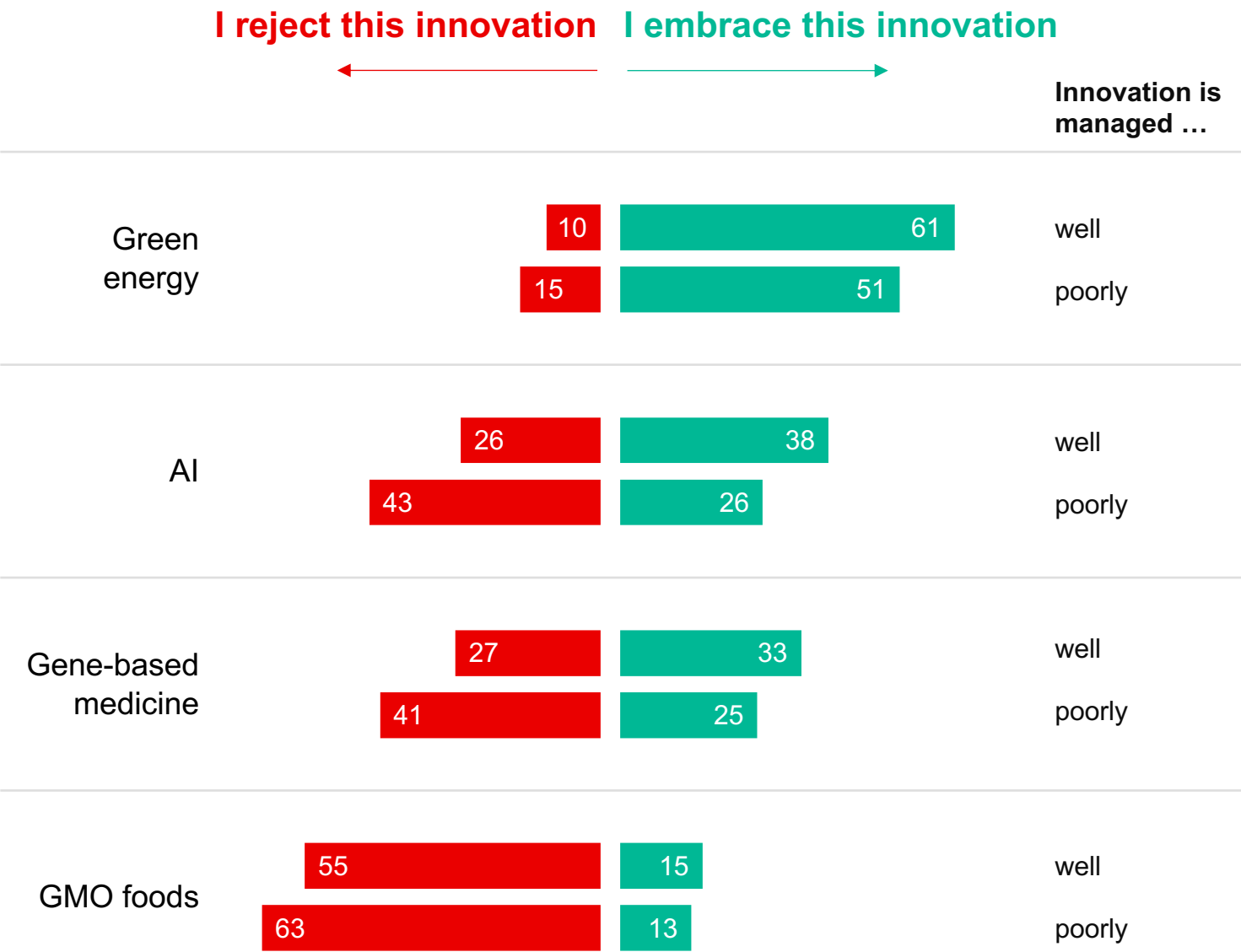


# When innovation is mismanaged: More Rejection, Less Enthusiasm for Emerging Technologies

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.





# Expectations Related to Innovation



# Scientists and Government Leaders Expected to Lead on Implementation of Innovation

Percent who say, in the UAE

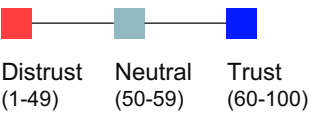
I believe each **should have a big role** in managing the introduction of innovation

Showing top 5 of 11 items

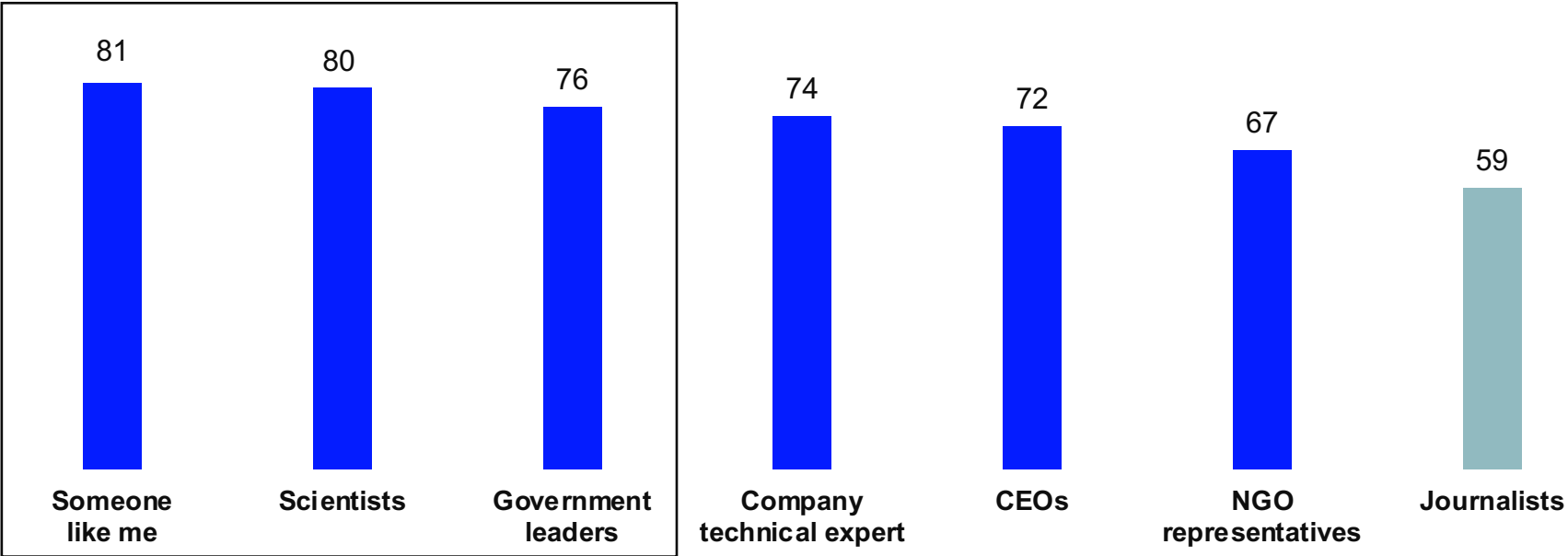


# Peers, Scientists and Government Leaders Are More Trusted to Tell the Truth About New Innovations and Technologies

Percent trust in, the UAE



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



# 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

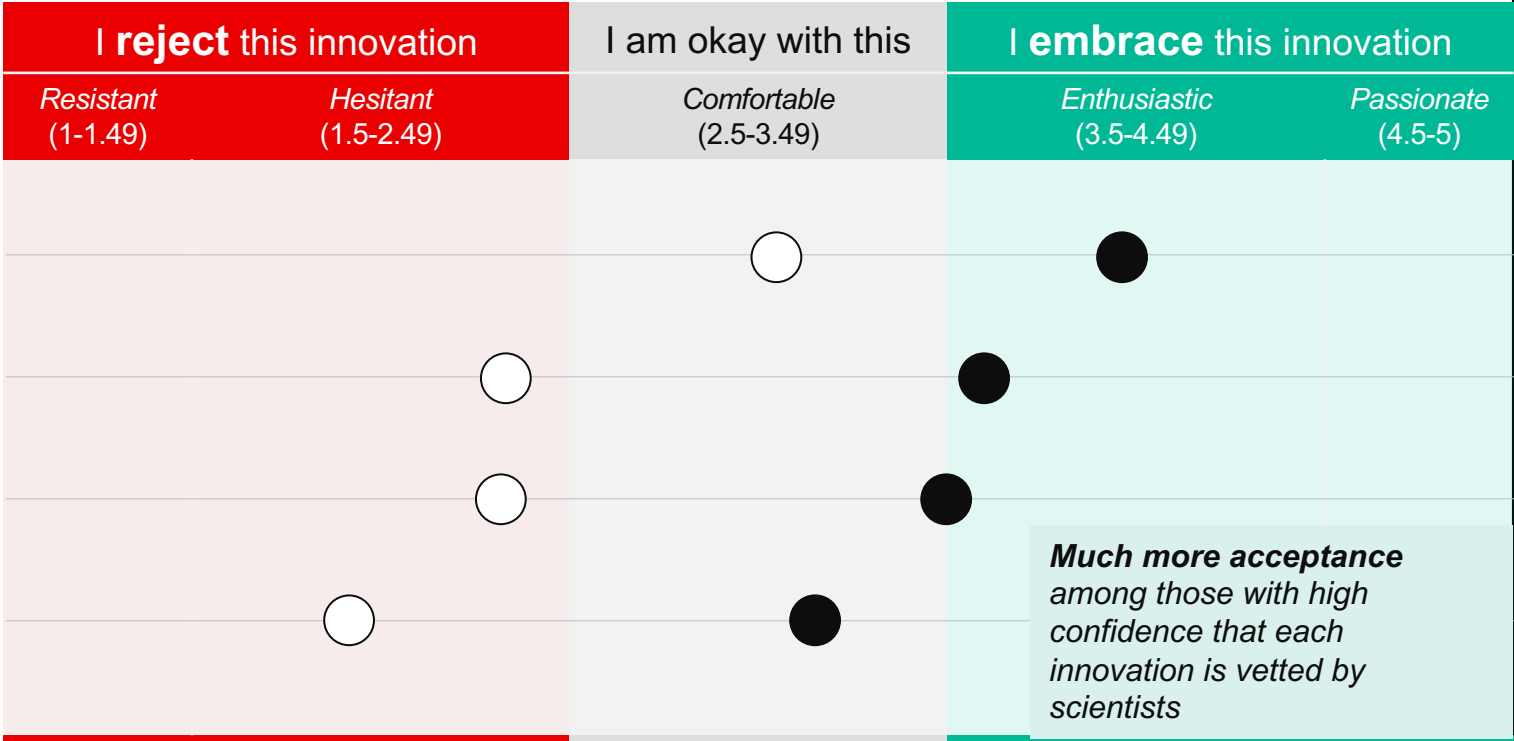
confidence that each innovation has been  
**evaluated by scientists and ethicists**

Green energy

AI

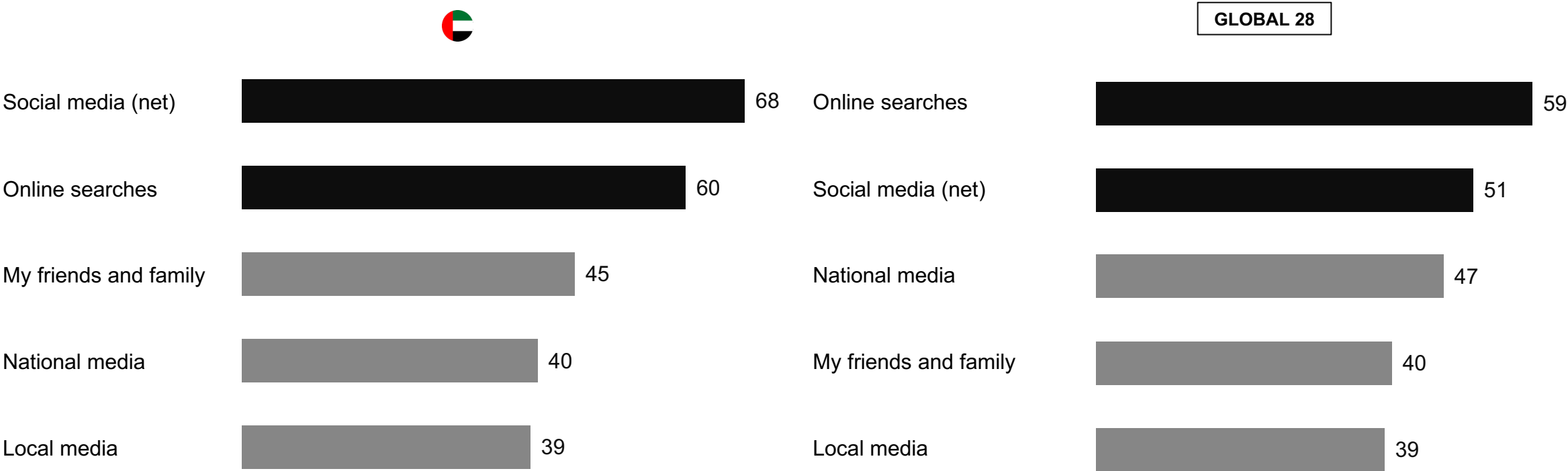
Gene-based medicine

GMO foods



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

Percent who say in the UAE`compared to global  
This is where I get **most of my information about new technologies and innovations**



# UAE: To Be Trusted With Innovation, Protect Core Values

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

Business	%	NGOs	%	Government	%	Media	%
Protect our core values	85	Protect our core values	83	Protect our core values	86	Protect our core values	84
Work with government to introduce change effectively	85	Hear our concerns, let us ask questions	82	Ensure our future prosperity	82	Investigate innovations	83
Hear our concerns, let us ask questions	84	Help people keep up	82	Ensure our country isn't falling behind	82	Assess, then inform me on innovation impact	81





# Global: 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

GLOBAL 28

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

Business	%
Keep innovations affordable	84
Communicate pluses and minuses	83
Hear our concerns, let us ask questions	82

NGOs	%
Aid the vulnerable	79
Hear our concerns, let us ask questions	78
Help people keep up	78

Government	%
Hear our concerns, let us ask questions	82
Communicate pluses and minuses	80
Institute safeguards	80

Media	%
Hear our concerns, let us ask questions	81
Communicate pluses and minuses	81
Investigate innovations	80



# Building Trust in the Promise of Innovation



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

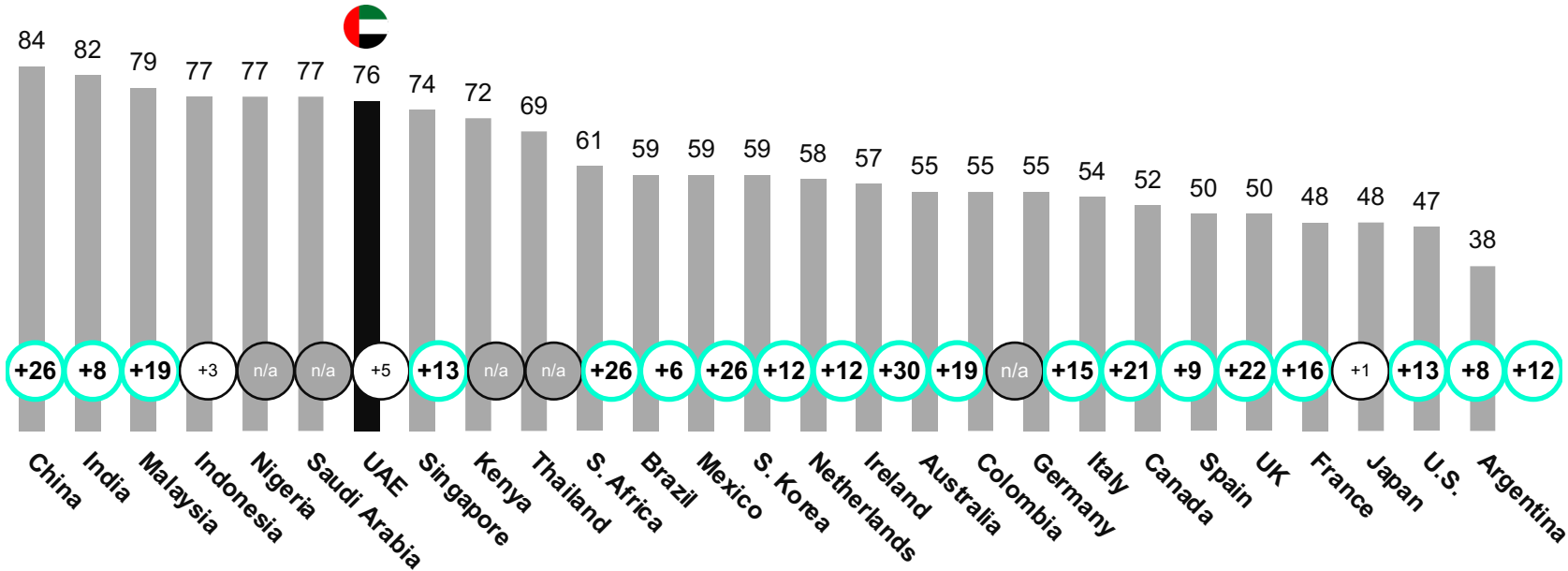
Percent who say

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

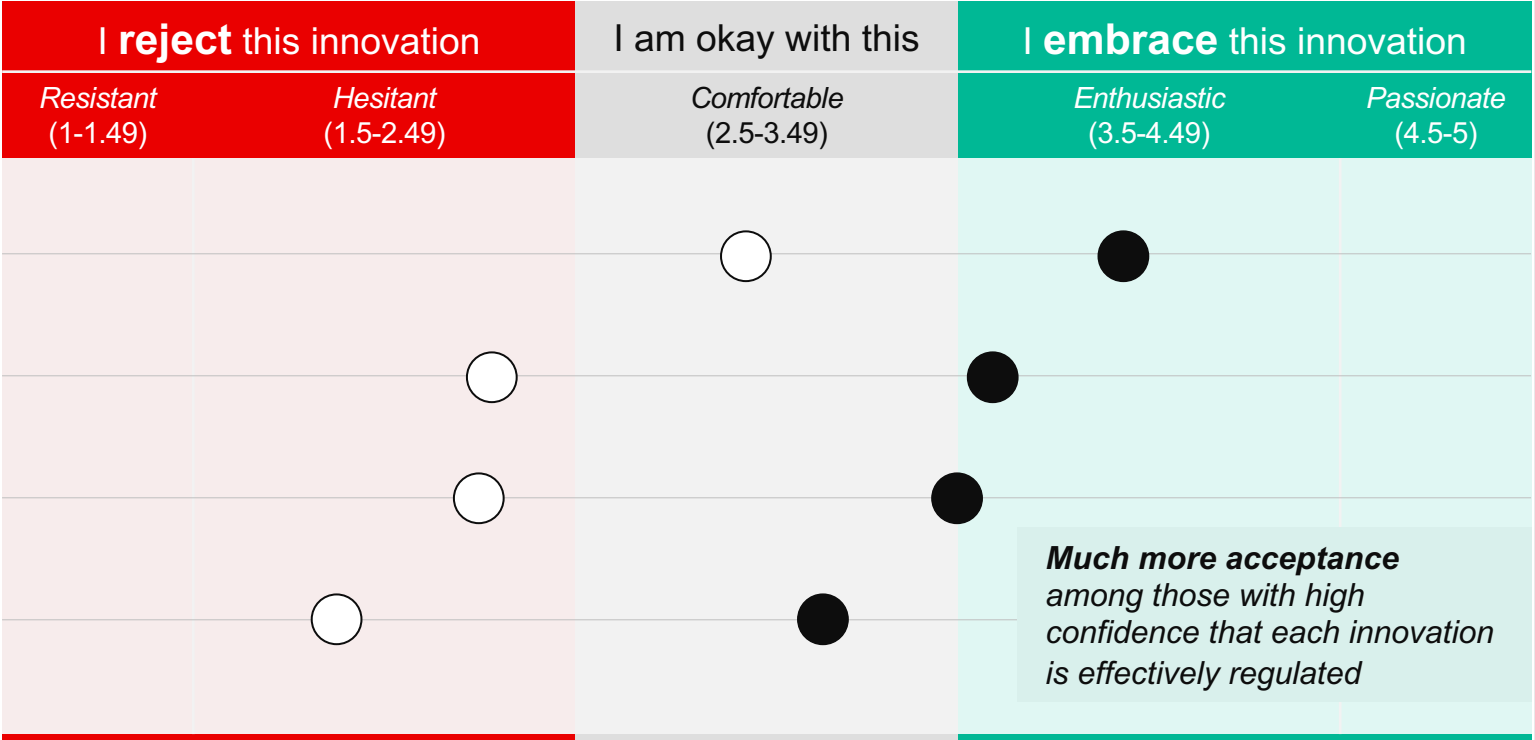
confidence that each innovation is **effectively regulated**

Green energy

AI

Gene-based medicine

GMO foods



# CEOs: Address Impacts of Innovation in Society

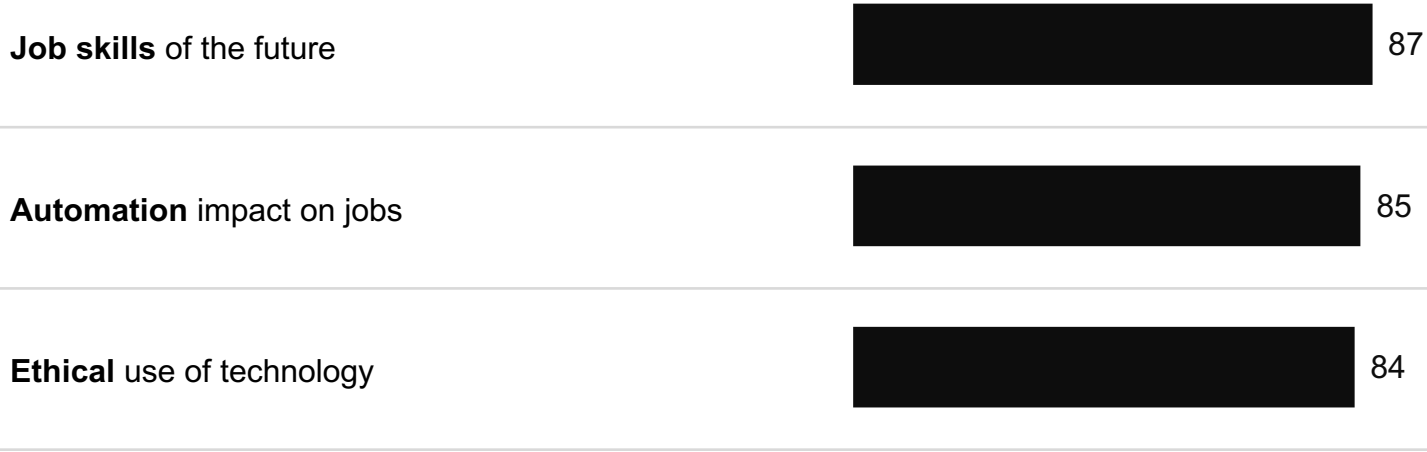
Percent who say, the UAE

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

65%

Among employees,

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



# Show Me How Innovation Will Bring Us a Better Future

## Average acceptance rating

for each innovation

GLOBAL 28

Among those who have

low                  high

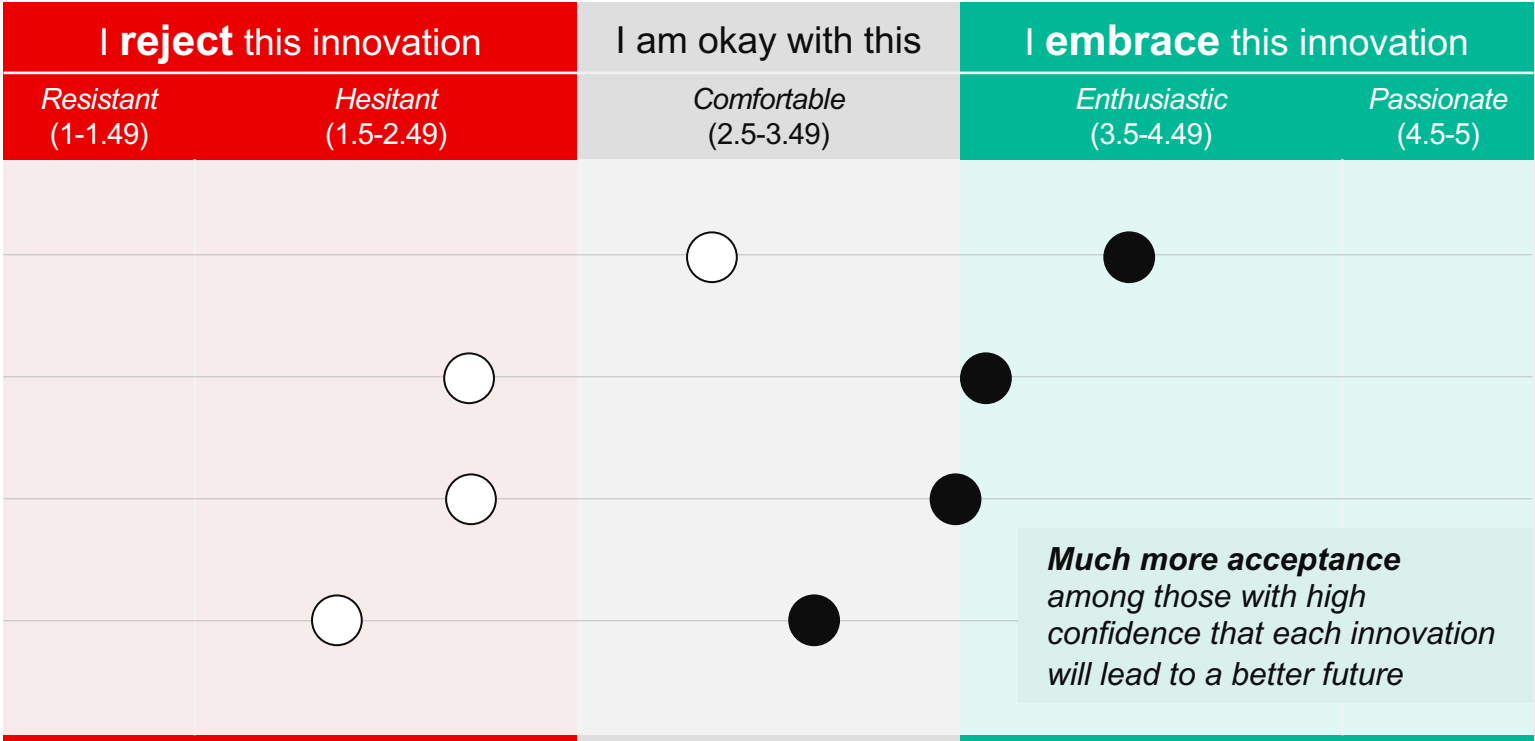
confidence that each innovation **will lead to a better future**

Green energy

AI

Gene-based medicine

GMO foods





# Building 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**

## Government and Business must partner for change

Government is most trusted to introduce innovation into society, with an emphasis on Business to partner 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.



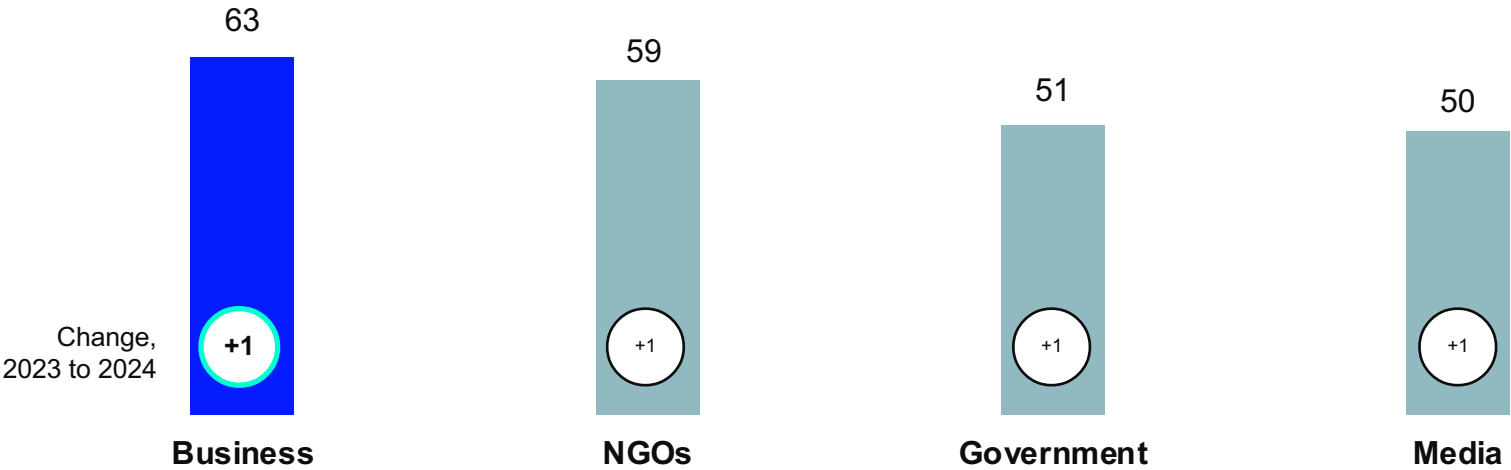
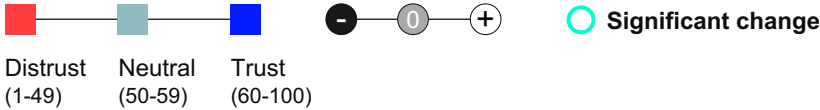
**Thank You**



# Globally, Business Remains Only Trusted Institution

Percent trust

GLOBAL 28



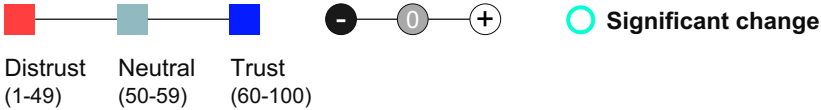
2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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

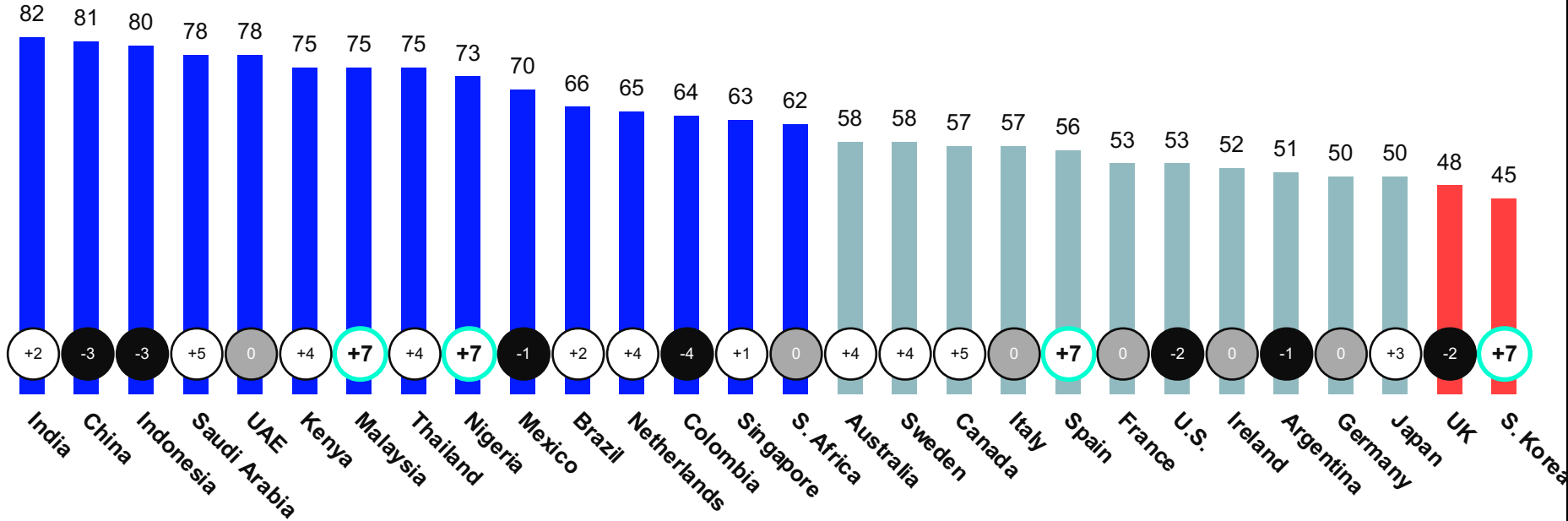
Percent trust in business

GLOBAL 28



63

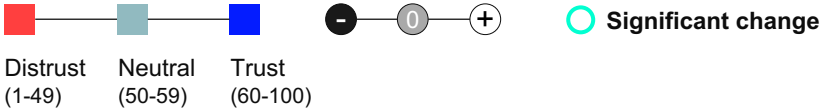
+1 pt  
Change, 2023 to 2024



# NGOs Trusted in 12 of 28 Countries

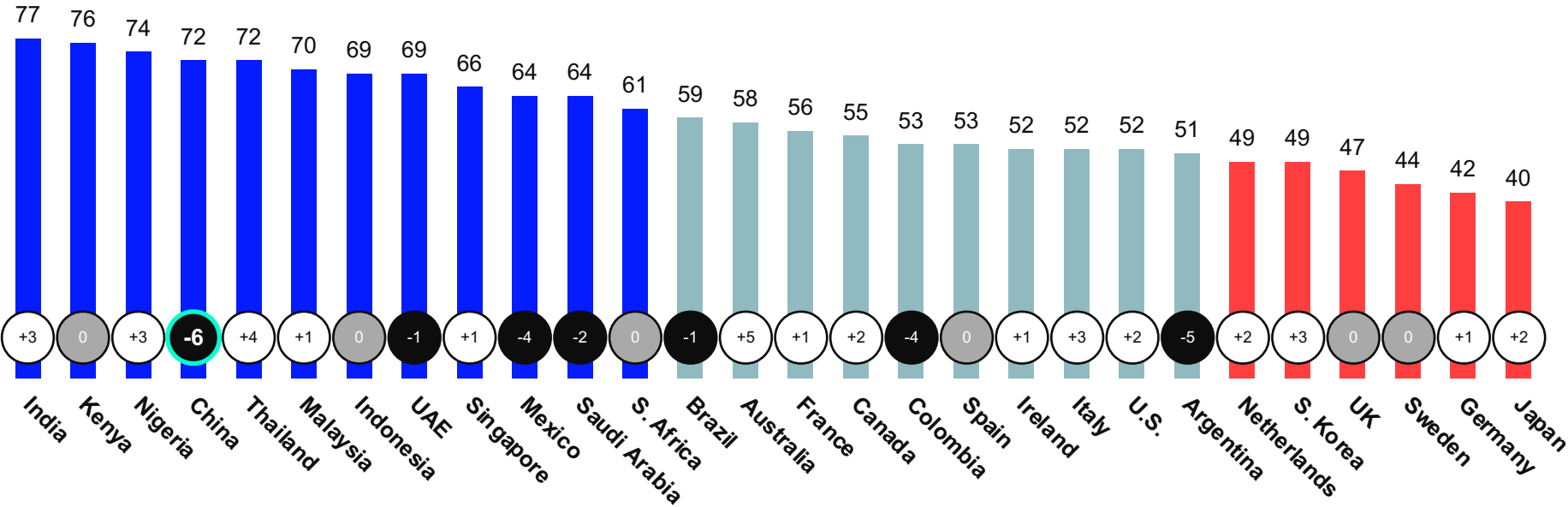
Percent trust in NGOs

GLOBAL 28



59

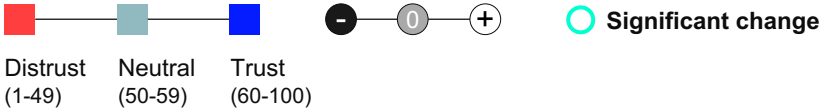
+1 pt  
Change, 2023 to 2024



# Government Distrusted in 17 of 28 Countries

Percent trust in government

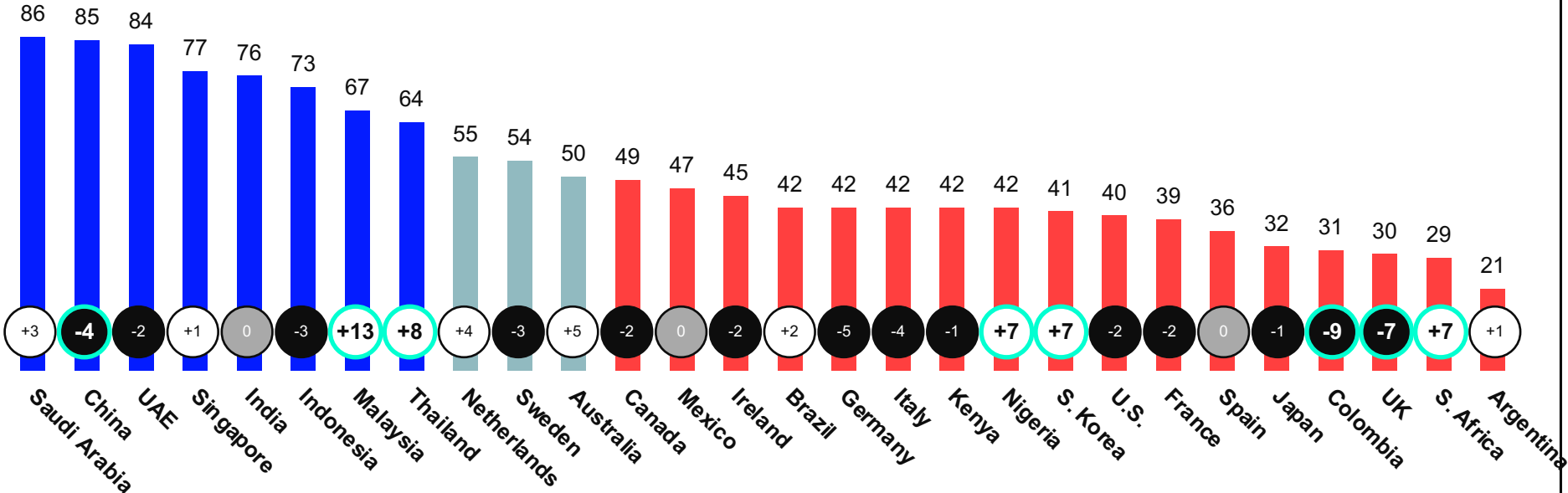
GLOBAL 28



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.

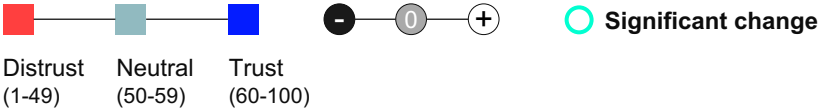
Due to a translation inconsistency in France, the 2023 government in general data has been imputed using a model. For more details, please see the Technical Appendix.



# Media Distrusted in 15 of 28 Countries

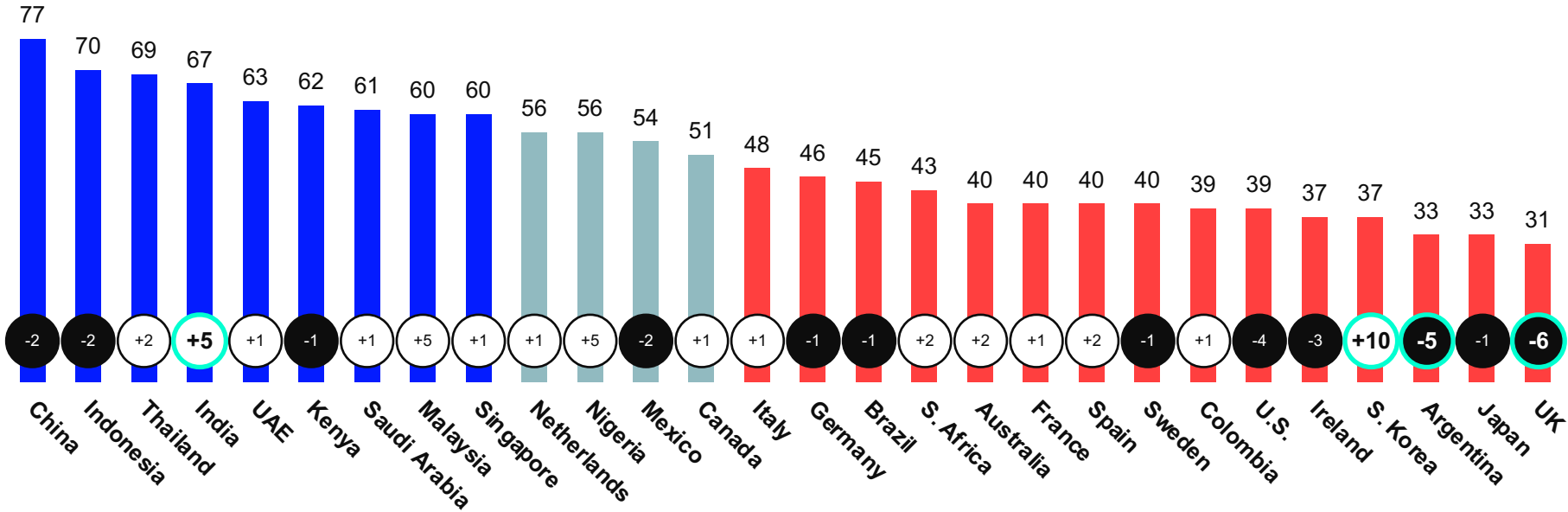
Percent trust in media

GLOBAL 28



50

+1 pt  
Change, 2023 to 2024



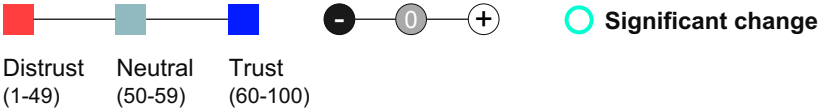
2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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

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

# My Employer Trusted in 27 of 28 Countries

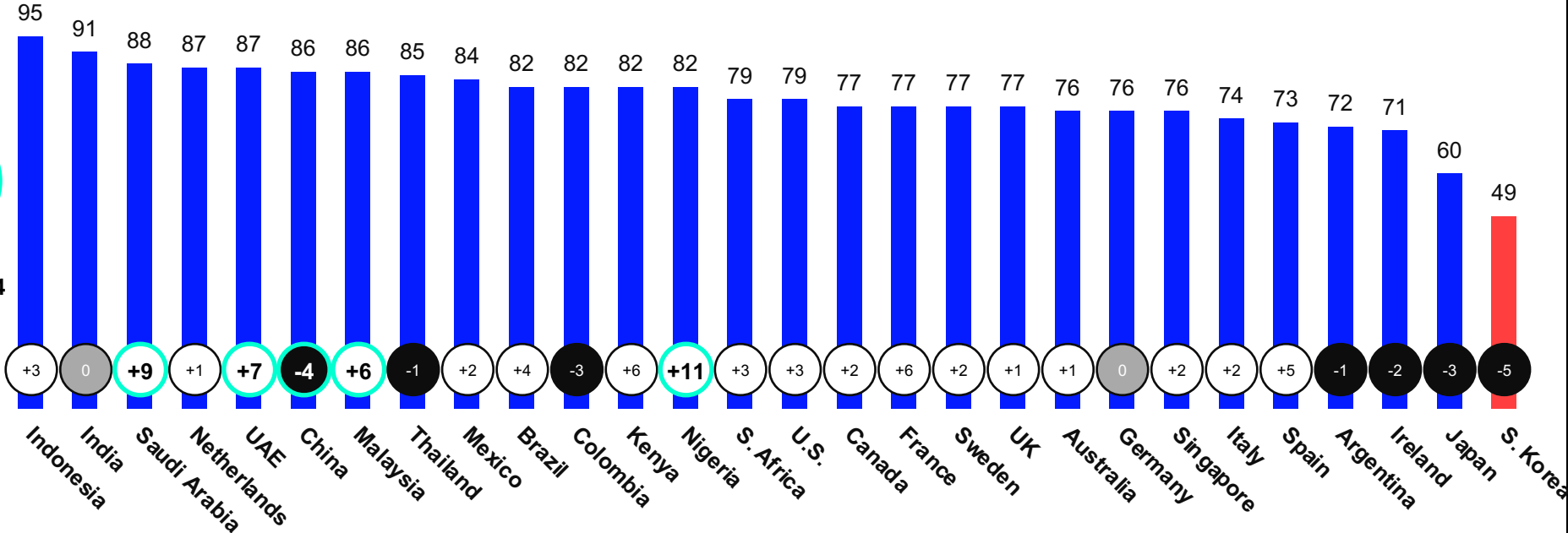
Percent trust

GLOBAL 28



Business	63
NGOs	59
Government	51
Media	50

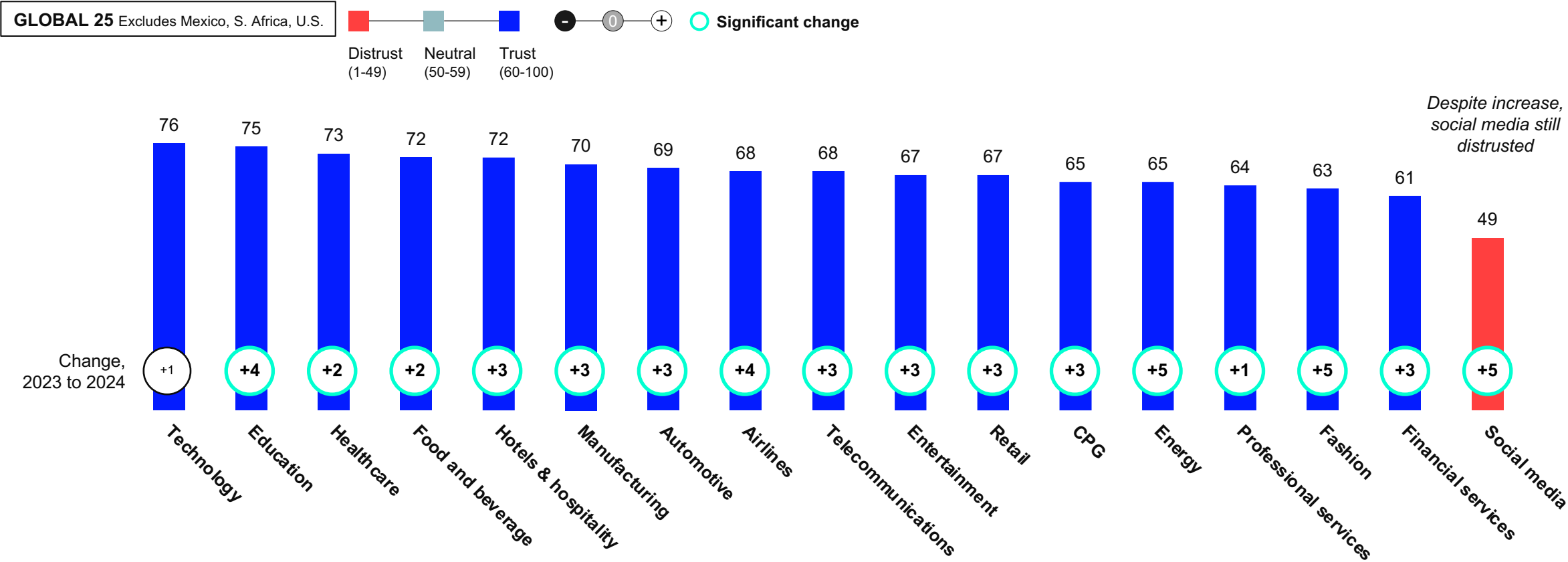
+2 pts  
Change, 2023 to 2024



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. 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



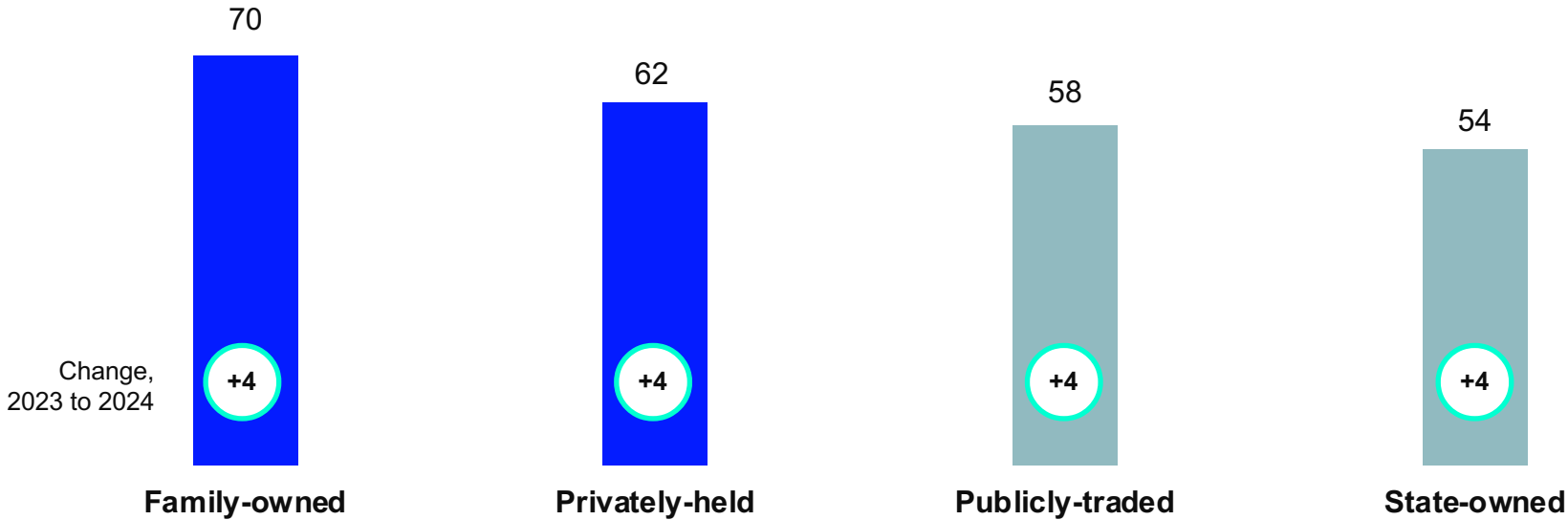
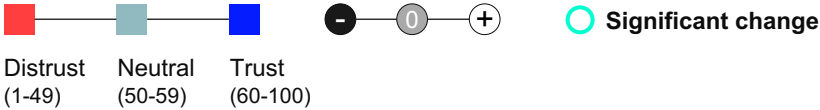
2024 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 25-mkt avg. Year-over-year changes were tested for significance using 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

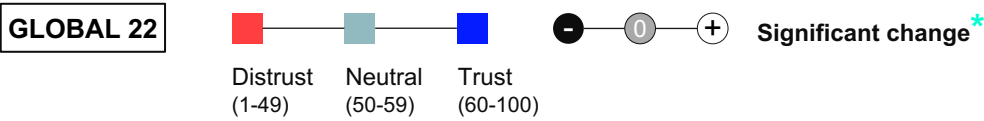
Percent trust in each type of business to do what is right

GLOBAL 28



# Family-Owned Business Most Trusted Type of Business

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



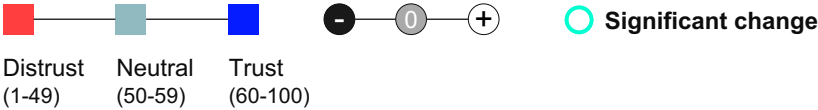
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	10yr change
Family-owned	70	66	68	70	-	70	69	63	67	66	68	-2
Privately-held	57	53	56	58	-	60	59	55	57	56	60	+3*
Publicly-traded	55	49	52	56	-	58	58	53	55	53	56	+1*
State-owned	49	44	47	53	-	56	52	50	51	49	53	+4*



# European Union Distrusted in 12 of 28 Countries

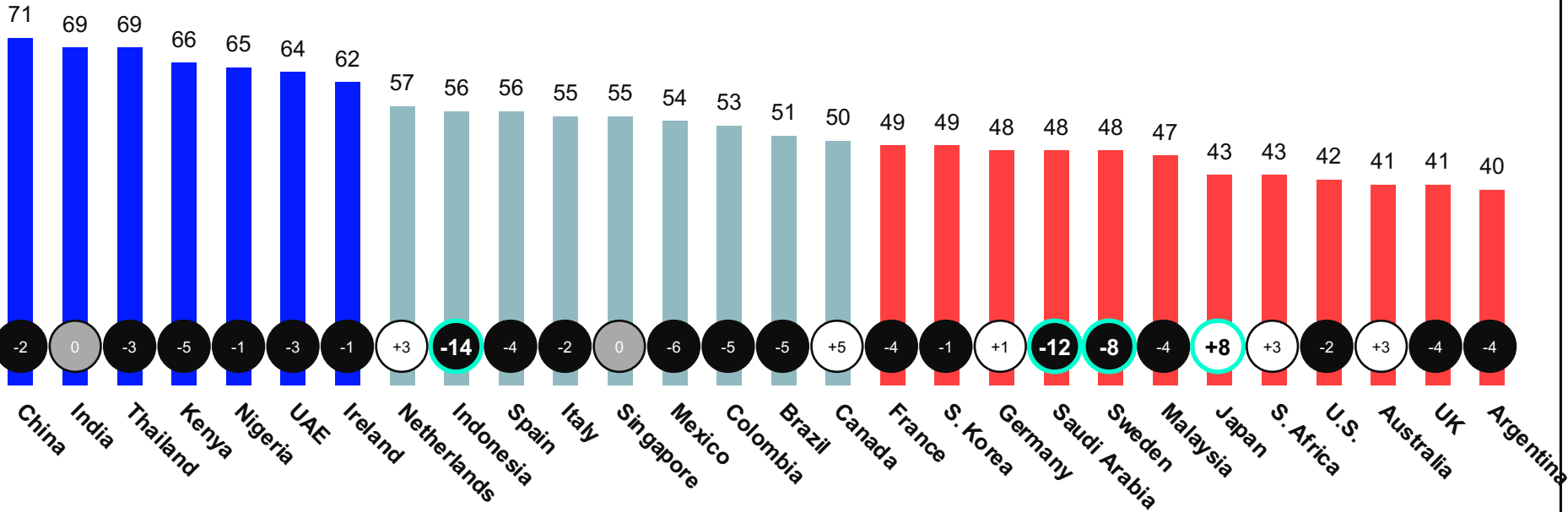
Percent trust in the European Union

GLOBAL 28



53

-3 pts  
Change, 2023 to 2024

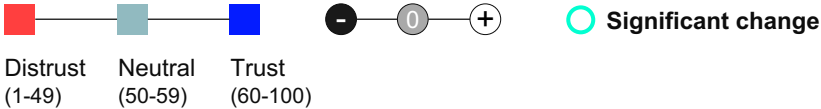


2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance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

# United Nations Trusted in 11 of 28 Countries

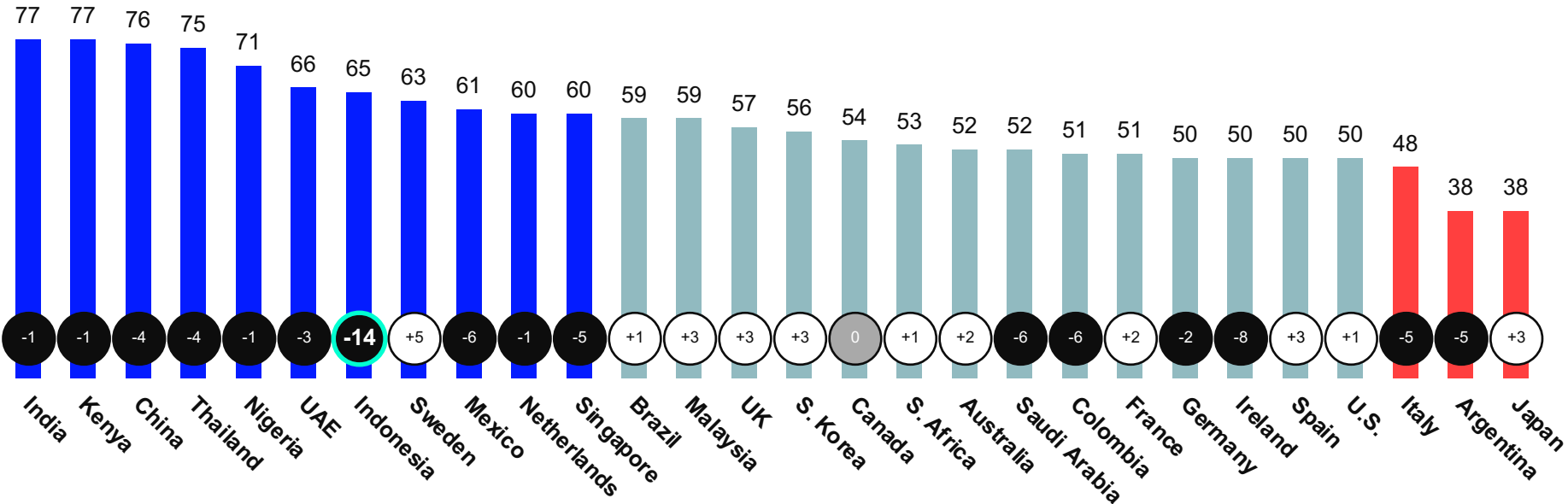
Percent trust in the United Nations

GLOBAL 28



58

-1 pts  
Change, 2023 to 2024

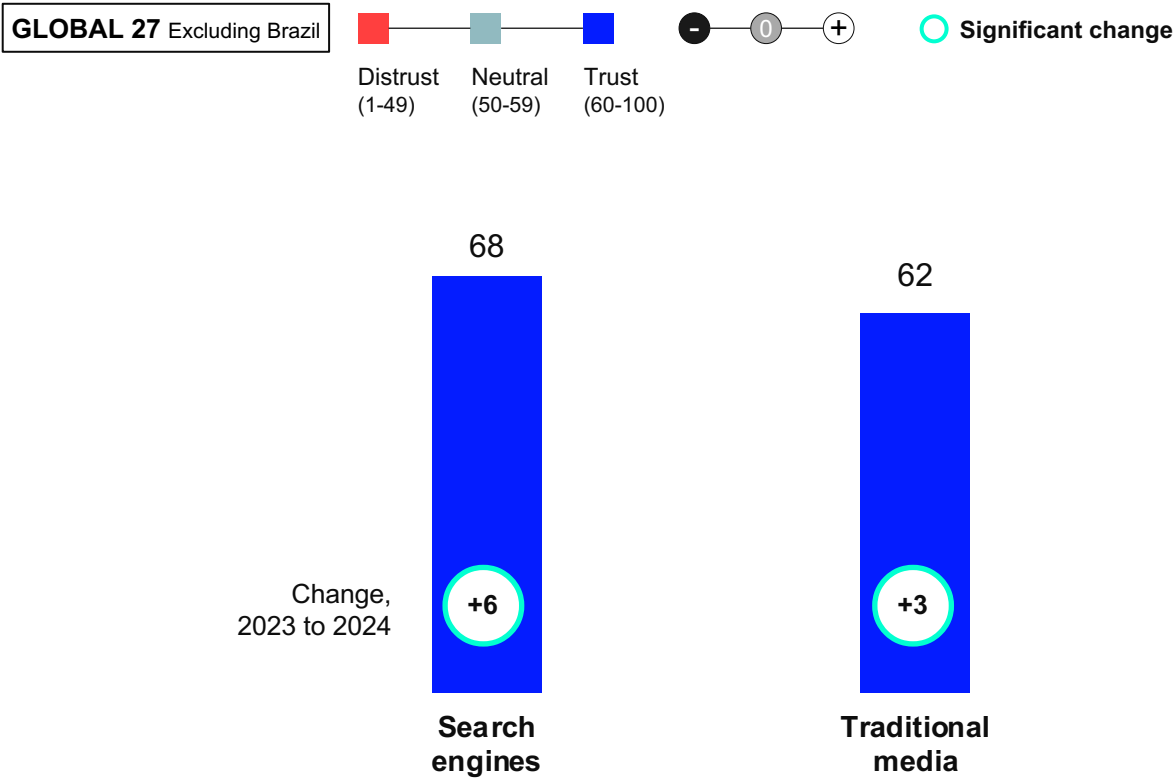


2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance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

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

# Trust in Media Sources

Percent trust in each media source for general news and information



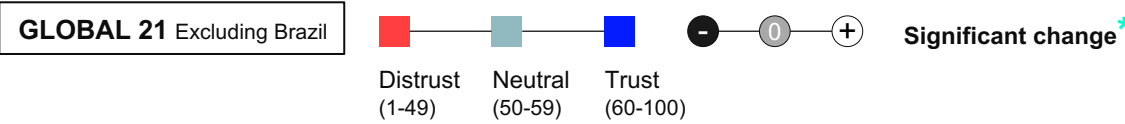
2024 Edelman Trust Barometer. COM\_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 27-mkt avg. Year-over-year changes were tested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

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

## Average acceptance rating

for each innovation

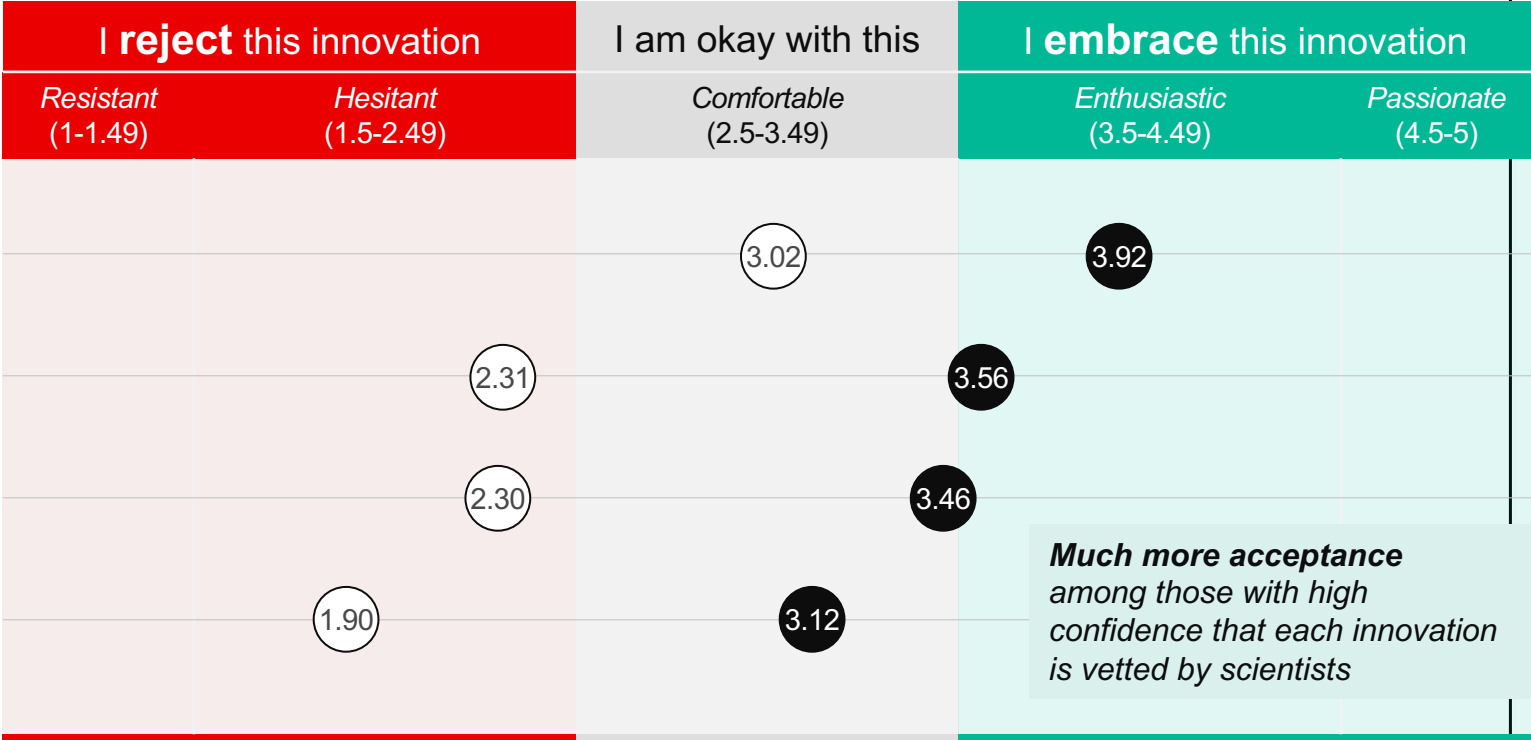
GLOBAL 28

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



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

## Average acceptance rating

for each innovation

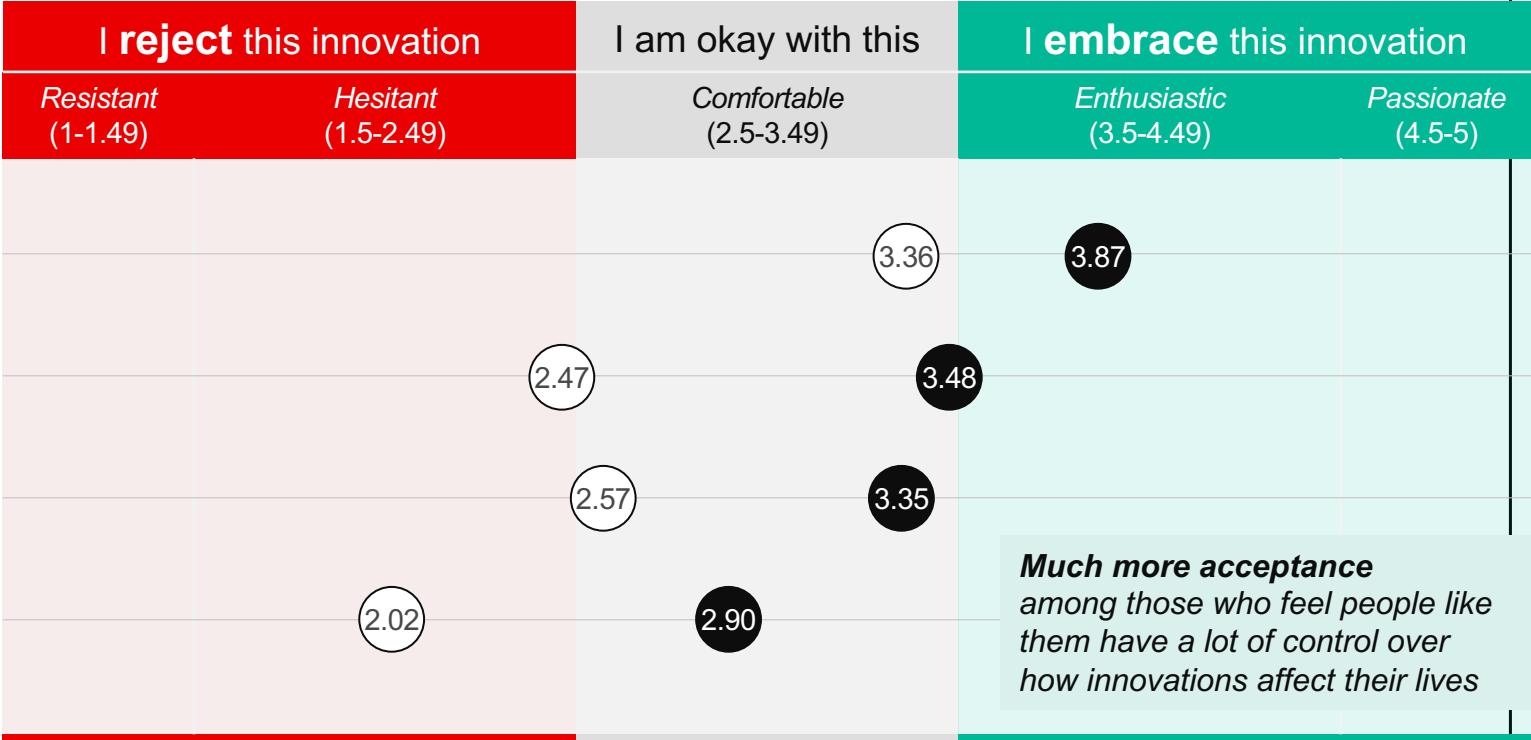
GLOBAL 28

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

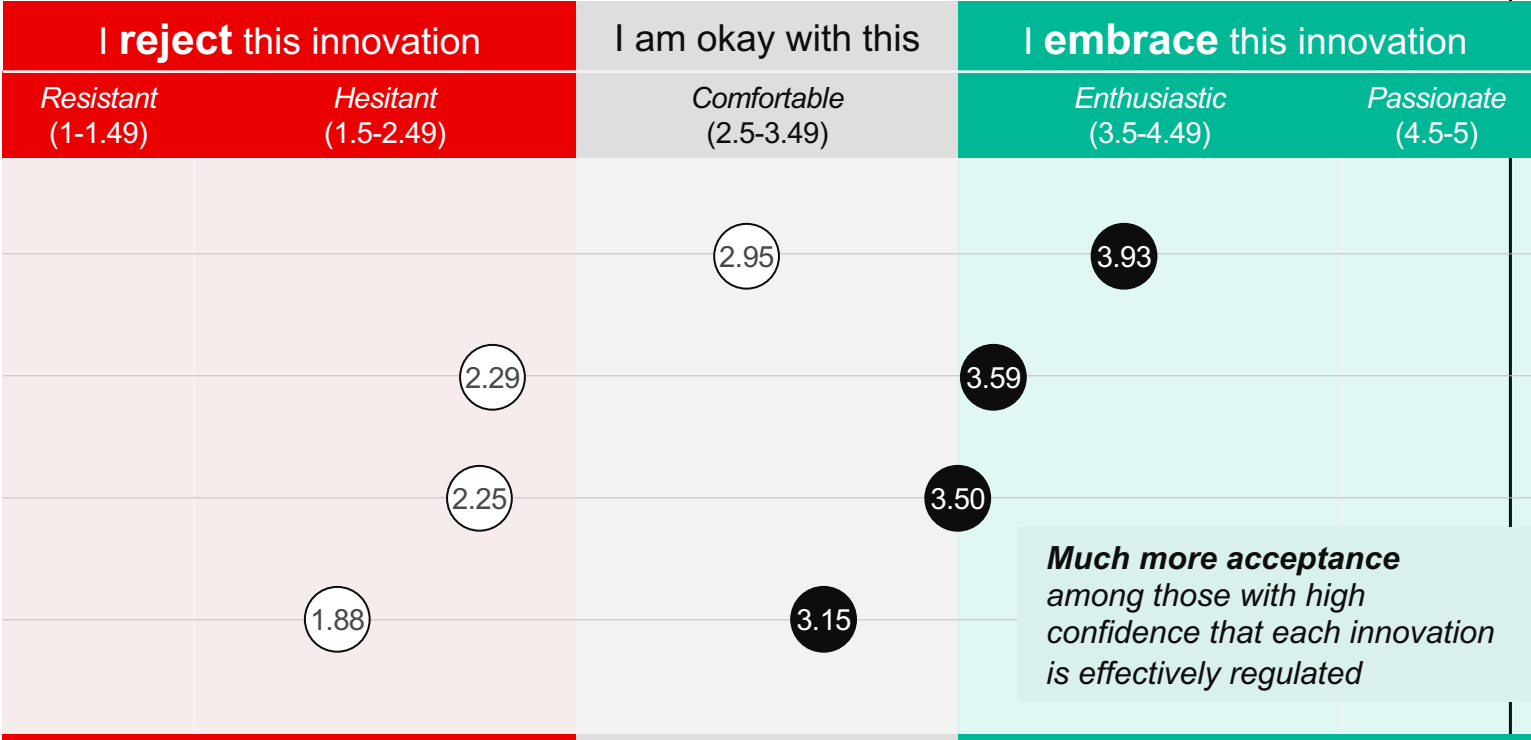
confidence that each innovation is **effectively regulated**

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

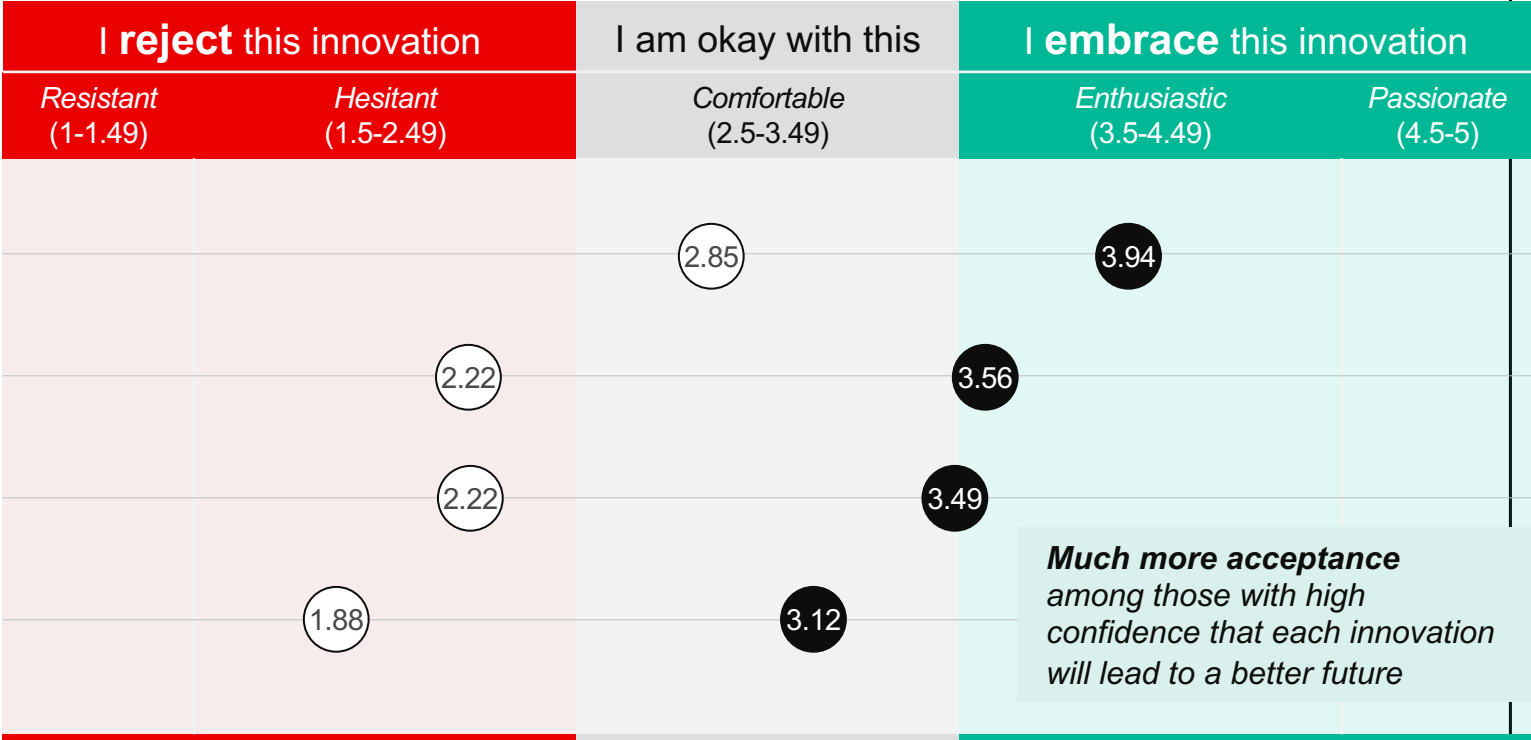
confidence that each innovation **will lead to a better future**

Green energy

AI

Gene-based medicine

GMO foods



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

# Acceptance of Innovation at Stake, by Demographics

Percent who say

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



# Technical Appendix



2024 Edelman Trust Barometer: Sample

Sample Size, Quotas and Margin of Error

Country	Weighted Sample Size¹	Unweighted Sample Size	Margin of Error – Total Sample³	Margin of Error – Half Sample³	Quotas Set On⁴
Global 28²	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			
China⁵	1,150	1,150	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Colombia	1,150	1,150			
France	1,150	1,152	+/- 3.9 pct pts. total sample	+/- 5.5 pct pts. half sample	
Germany	1,150	1,150			
India	1,150	1,116	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Indonesia	1,150	1,152			
Ireland	1,150	1,151	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Italy	1,150	1,150			
Japan	1,150	1,151	+/- 3.9 pct pts. total sample	+/- 5.5 pct pts. half sample	
Kenya	1,150	1,150			
Malaysia	1,150	1,153	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Mexico	1,150	1,152			
Netherlands	1,150	1,150	+/- 3.9 pct pts. total sample	+/- 5.5 pct pts. half sample	
Nigeria	1,150	1,148			
Saudi Arabia	1,150	1,109	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Singapore	1,150	1,150			
S. Africa	1,150	1,152	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
S. Korea	1,150	1,152			
Spain	1,150	1,150	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Sweden	1,150	1,151			
Thailand	1,150	1,151	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
UAE	1,150	1,150			
UK	1,150	1,150	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
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*
Global	-	-	Indonesia	Indonesian	76%	Singapore	Localized English, Simplified Chinese	92%
Argentina	Localized Spanish	91%	Ireland	Localized English	89%	S. Africa	Localized English, Afrikaans	63%
Australia	Localized English	89%	Italy	Italian	91%	S. Korea	Korean	97%
Brazil	Portuguese	83%	Kenya	Localized English	84%	Spain	Spanish	92%
Canada	Localized English, Canadian French	93%	Japan	Japanese	93%	Sweden	Localized English, Swedish	97%
China	Simplified Chinese	70%	Malaysia	Malay	94%	Thailand	Thai	88%
Colombia	Localized Spanish	83%	Mexico	Localized Spanish	77%	UAE	Localized English, Arabic	100%
France	French	92%	Netherlands	Localized English, Dutch	95%	UK	Localized English	95%
Germany	German	94%	Nigeria	Localized English	68%	U.S.	English, Localized Spanish	94%
India	Localized English, Hindi	60%	Saudi Arabia	Localized English, Arabic	89%			



\*Data source: <https://www.internetworldstats.com/stats.htm> as of Jan 11, 2024  
Due to disproportionate access to internet in countries with lower internet penetration, the online sample in those countries tends to skew younger, urban, and more affluent.

Data Analysis Explained:

French Data Model

In 2021, the translation of “government in general” in the French questionnaire was incorrectly changed to “authorities in general,” affecting data in all studies conducted in France from 2021 to 2023. When we discovered the inconsistency in early 2023, we suppressed all affected data while investigating the possibility of modeling and replacing the missing data.

Over the course of 2023, we built a data model that could reliably predict what the France data would have been if the translation were consistent. This involved identifying items (shown in the list on the right) that are predictive of trust in government in other Western democracies and testing whether they had similar predictive power in France.

To build a model with a sufficient level of accuracy, we iterated through 5,000 different randomly split samples, controlling for gender, income, age, and other demographics, of France data collected in the 2024 Edelman Trust Barometer and in the 2023 Special Report: Trust and Climate Change. In both surveys, we used the accurate translation for trust in “government in general,” along with the predictor variables. In both surveys, we also included the trust in “authorities in general” attribute for our French respondents. This allowed us to include the mistranslated variable in our model as one of the predictors for trust in government.

For each split sample, 75% of the sample was used to train the data, and the remaining 25% was used as a test group. Using a random forest classification model, we were able to accurately classify 89.41% of respondents as trusters or non-trusters, which gave us the confidence to repopulate the data in affected reports with data from our predictive model.

The modeled data was applied to the France data from each impacted year (2021, 2022, and 2023) to predict the overall level of trust in government in general. The Trust Index for those years has also been updated, given that trust in government is part of that calculation.

Predictors	Question text
Trust in institutions	<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)
Authorities in general	
Economic optimism	<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?
Government competence	<b>TRU_3D_GOV:</b> To what extent do you agree with the following statement?
	Government in general is good at what it does
Fears of gig-economy	<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
Government ethics dimensions	<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
Trust in business and NGOs	<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)
Government regulation	<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
Science influenced by politics and money	<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 <b>artificial intelligence</b> such as machine learning, natural language processing, and generative AI
The growing use of <b>green energy</b> such as biofuels and renewable natural gas, liquid hydrogen, and wind and solar power
The growing use of <b>genetically modified foods</b> (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 <b>gene-based medical technologies</b> 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	Full
The system is biased in favor of the rich	The system is biased against regular people and in favor of the rich and powerful



2024 Edelman Trust Barometer:  
Full Text For Answer Choices Abbreviated

# Scientists and Experts Expected to Lead on Implementation of Innovation

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

Shortened	Full
Leaders of multilaterals	The leaders of global or multinational organizations like the United Nations
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	Full
Confidence that each innovation has been evaluated by scientists and ethicists	How confident are you that these technologies have been adequately tested, evaluated, and assessed by scientists, ethicists, and other experts?



2024 Edelman Trust Barometer:  
Full Text For Answer Choices Abbreviated

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

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

Shortened	Full
Social media (net)	My social media news feed, On social media posted by, or forwarded from, someone in my social network
My friends and family	In conversations with my friends and family
National media	National newspapers or national TV or radio news programs
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
Protect our core values	Protect and maintain our core values and traditions in the face of change
Work with government to introduce change effectively	Work with government to develop rules for how to introduce change effectively and fairly
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
Investigate innovations	Do investigative reporting on new technologies and innovations to uncover any hidden issues or dangers
Ensure our future prosperity	Push our country to make the changes necessary to ensure our future prosperity
Ensure our country isn't falling behind	Make sure that our country is not falling behind in the tech and innovation space or take steps to address a current gap
Help people keep up	Help people keep up with and adjust to the changes happening all around them
Assess, then inform me on innovation impact	Assess the impact changes are having on people like me, and make information available about these impacts



2024 Edelman Trust Barometer:  
Full Text For Answer Choices Abbreviated

# CEOs: Address Impacts of Innovation in Society

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

Shortened	Full
I expect CEOs to manage changes occurring in society, not just those occurring in their business	I expect CEOs to work to manage changes that are occurring in society in addition to those occurring within their organizations or that are directly related to their products and services



2024 Edelman Trust Barometer:  
Full Text For Answer Choices Abbreviated

# CEOs: Address Impacts of Innovation in Society

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

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

