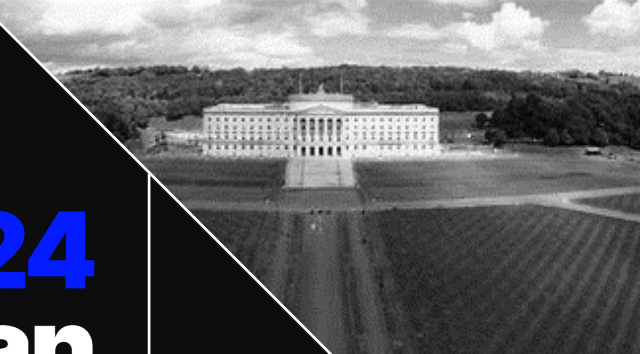


2024 Edelman Trust Barometer

Ireland 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.

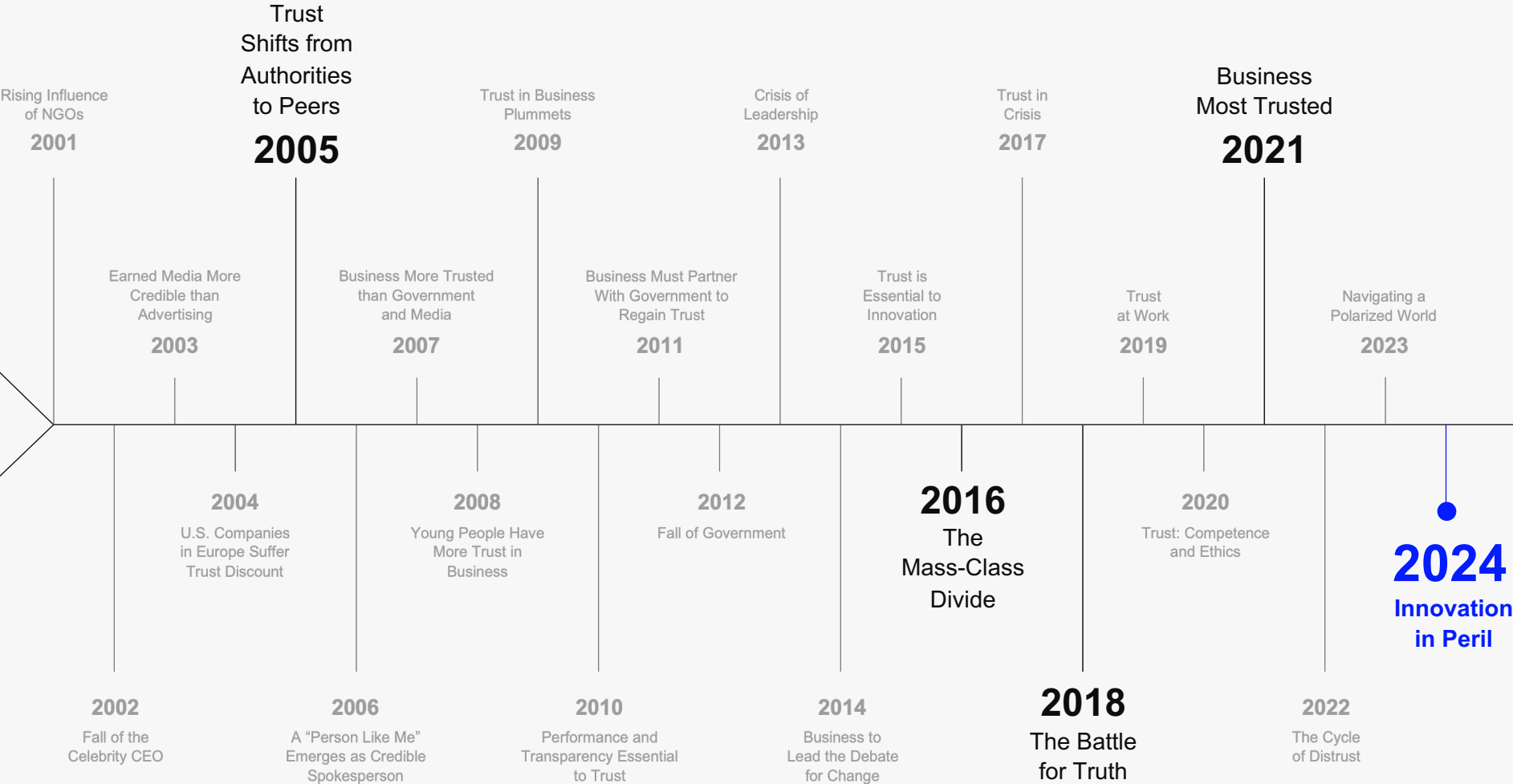
Shortened question text

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

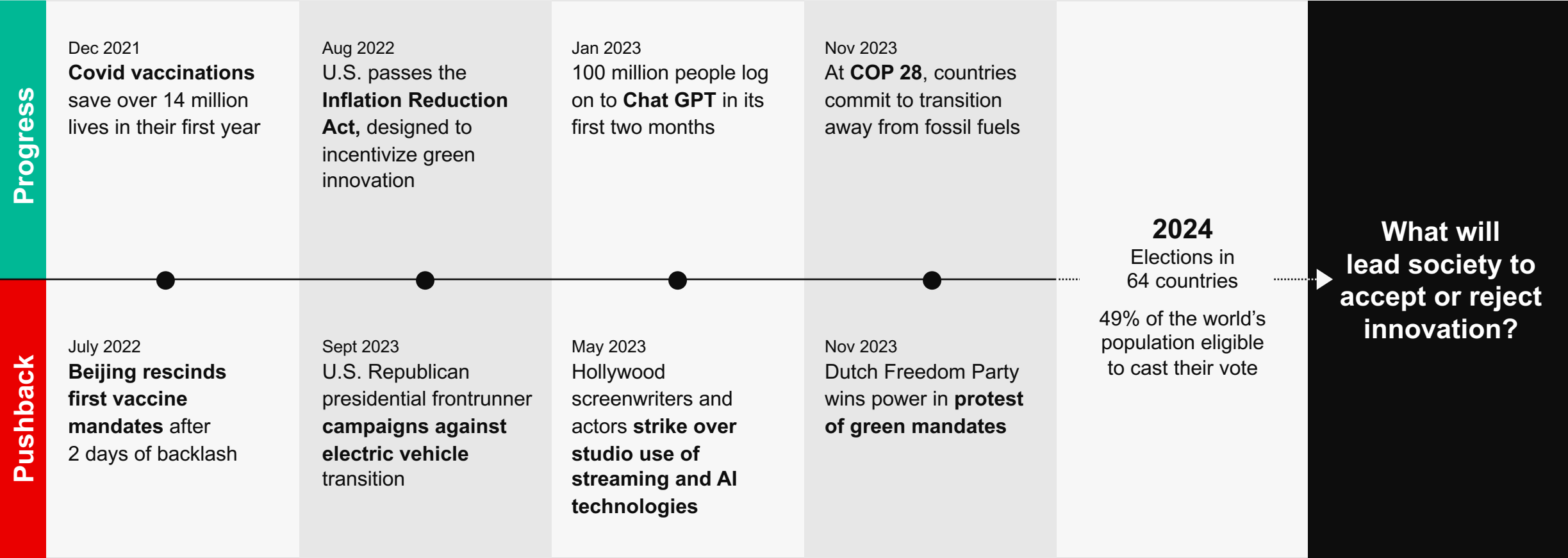
For more details on global averages, country-specific sample information, or to see the full text for any shortened statements, please see the Technical Appendix



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](#)



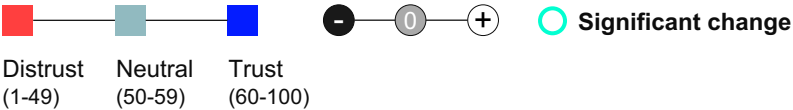
The Decline of Authority



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

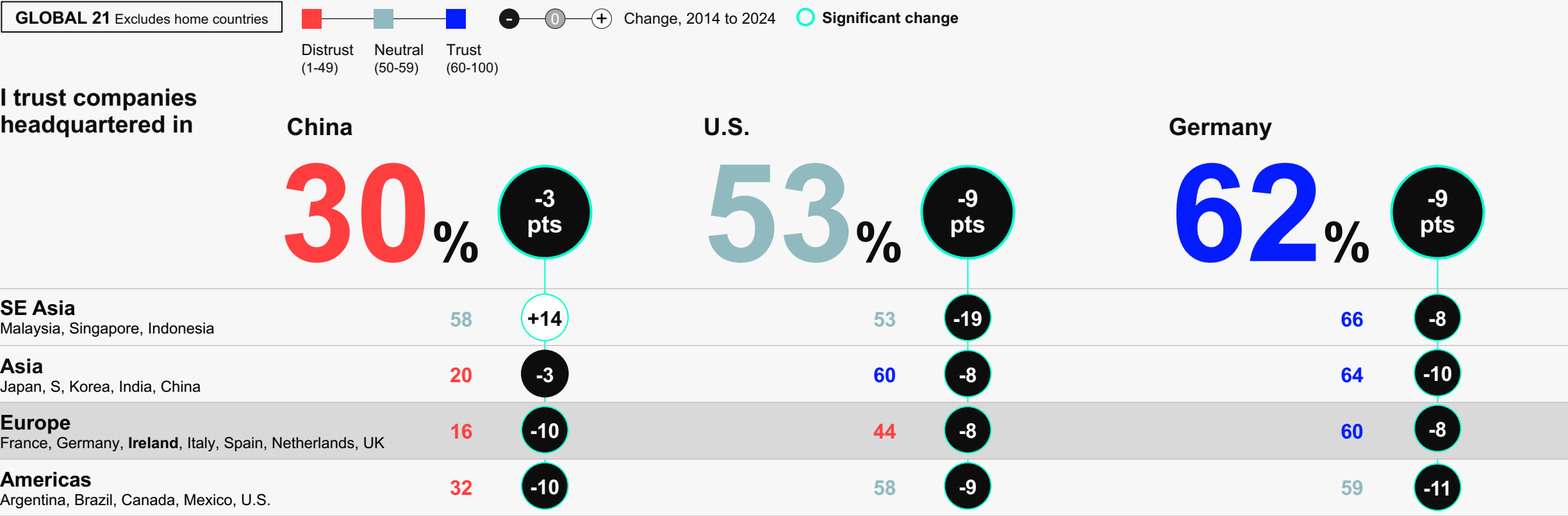
S. Korea	+7
Malaysia	+6
Nigeria	+5
Thailand	+4
Australia	+4
China	-4
Colombia	-4
UK	-4

UK now among
least-trusting countries



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 Ireland

 Significant change



Government leaders



Business leaders



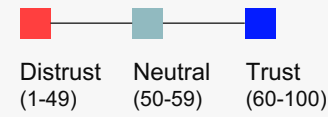
Journalists and reporters

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

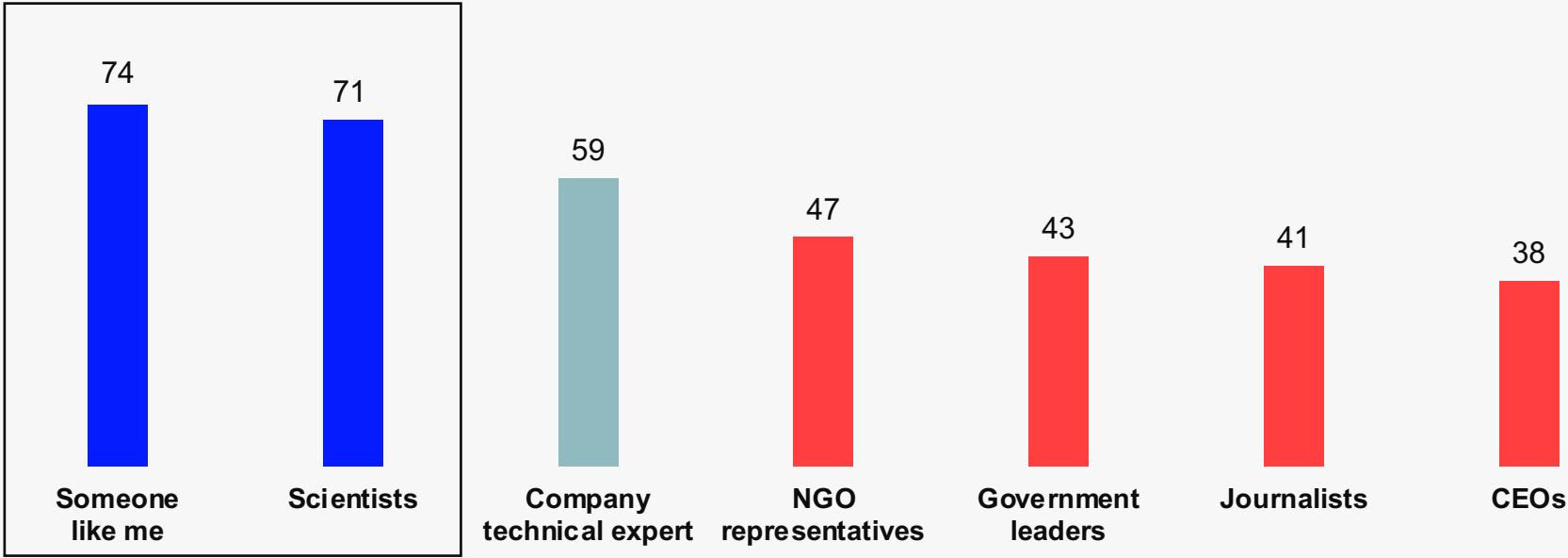


Dispersion of Authority: Peers on Par With Scientists

Percent trust in, Ireland

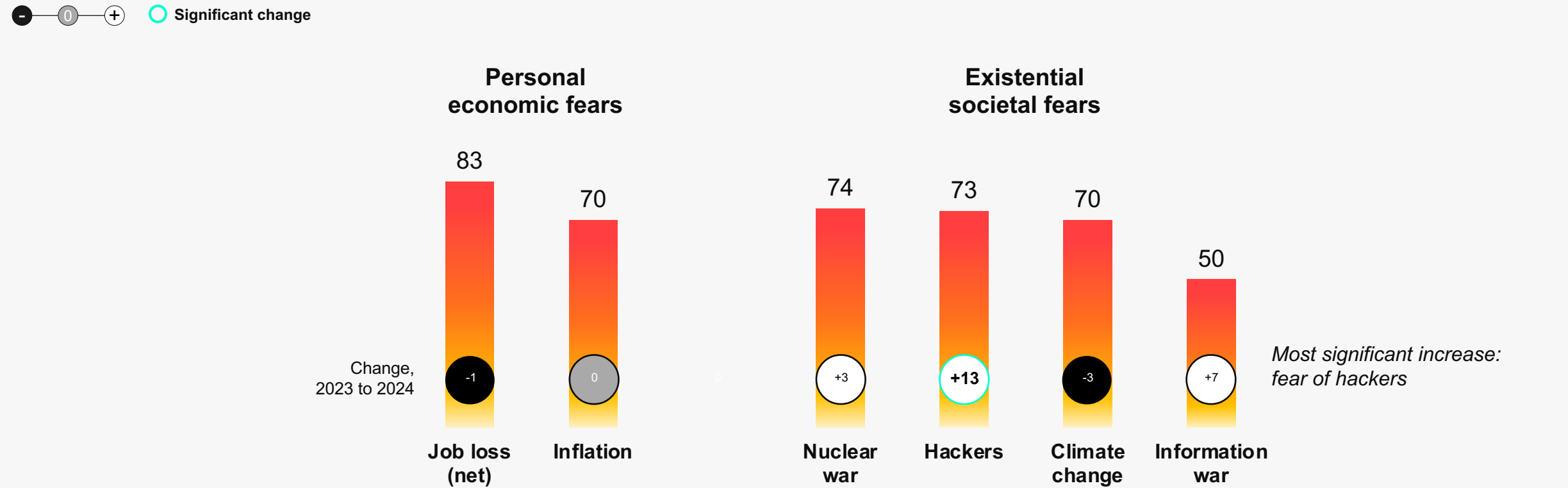


I trust each to tell me the truth about new innovations and technologies



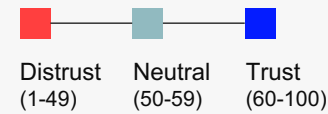
Economic Fears on Par with Societal Concerns

In Ireland, percent who worry about...



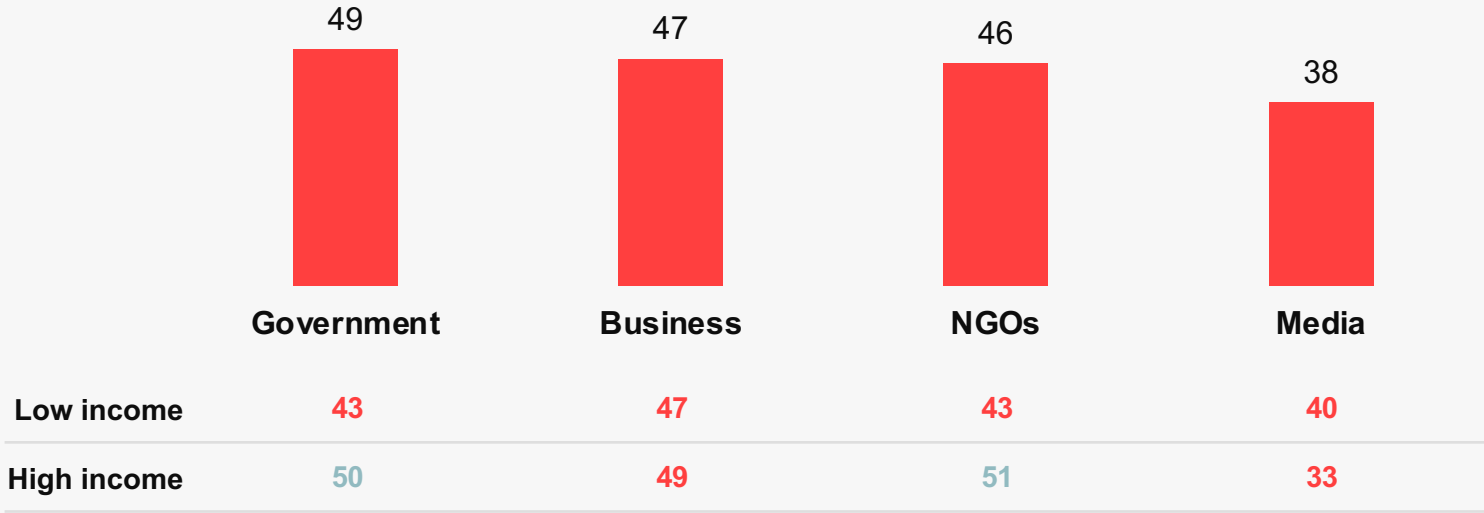
All Institutions Distrusted to Integrate Innovation into Society

Percent trust, in Ireland



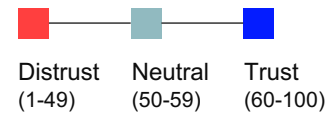
I trust each with the introduction of innovations into society, ensuring they are

- Safe
- Understood by the public
- Beneficial
- Accessible

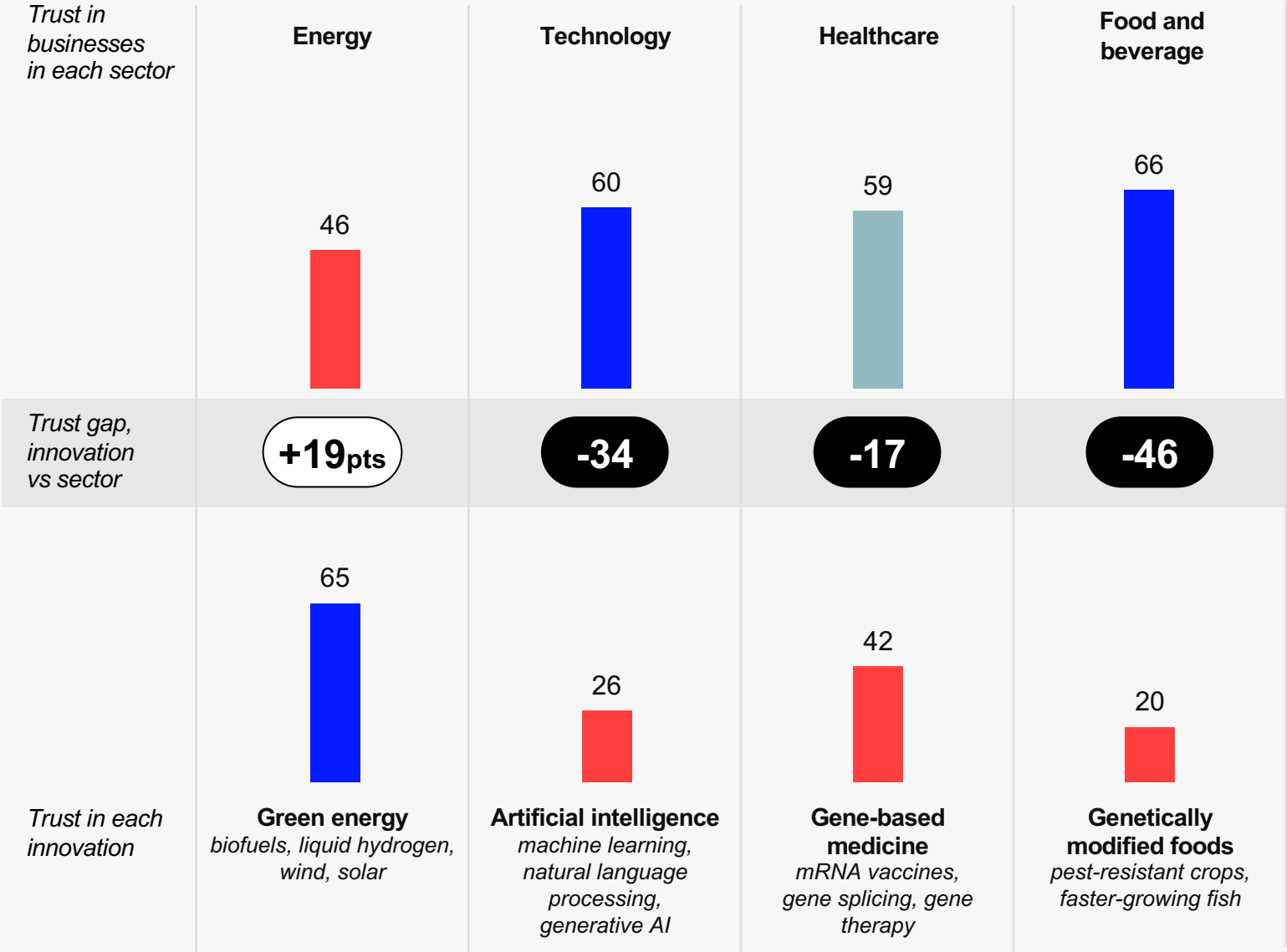


Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

Percent trust, in Ireland

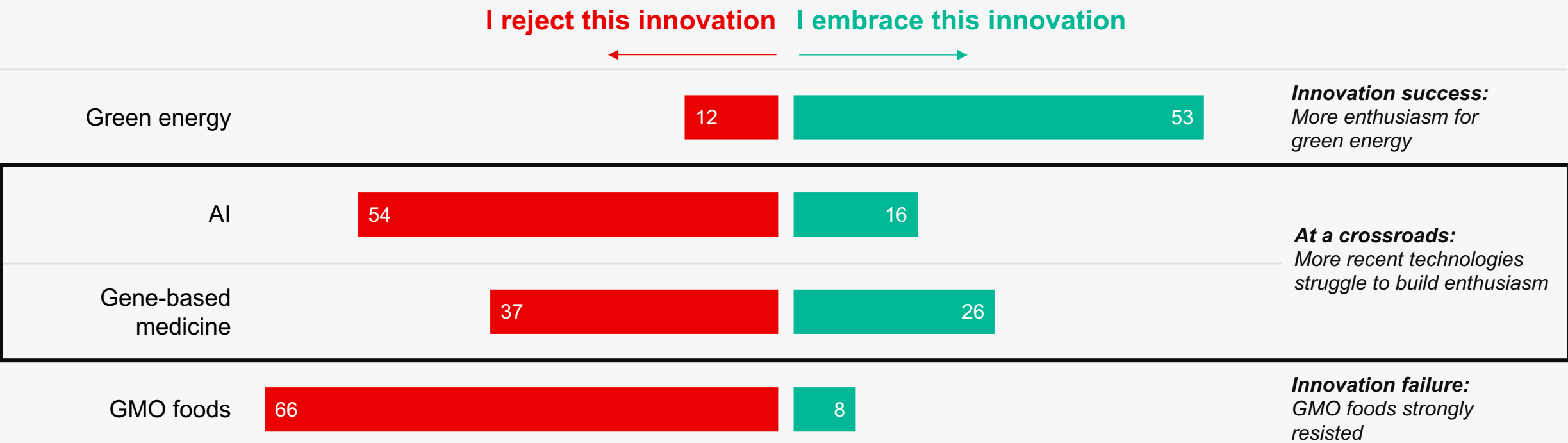


 2024 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. TEC_TRU. How much do you trust each of these technologies? 9-point scale; top 4 box, trust.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



Acceptance of Innovation at Stake

Percent who say, in Ireland



Innovation is on the Ballot



Government Lacks Competence to Regulate Emerging Innovations

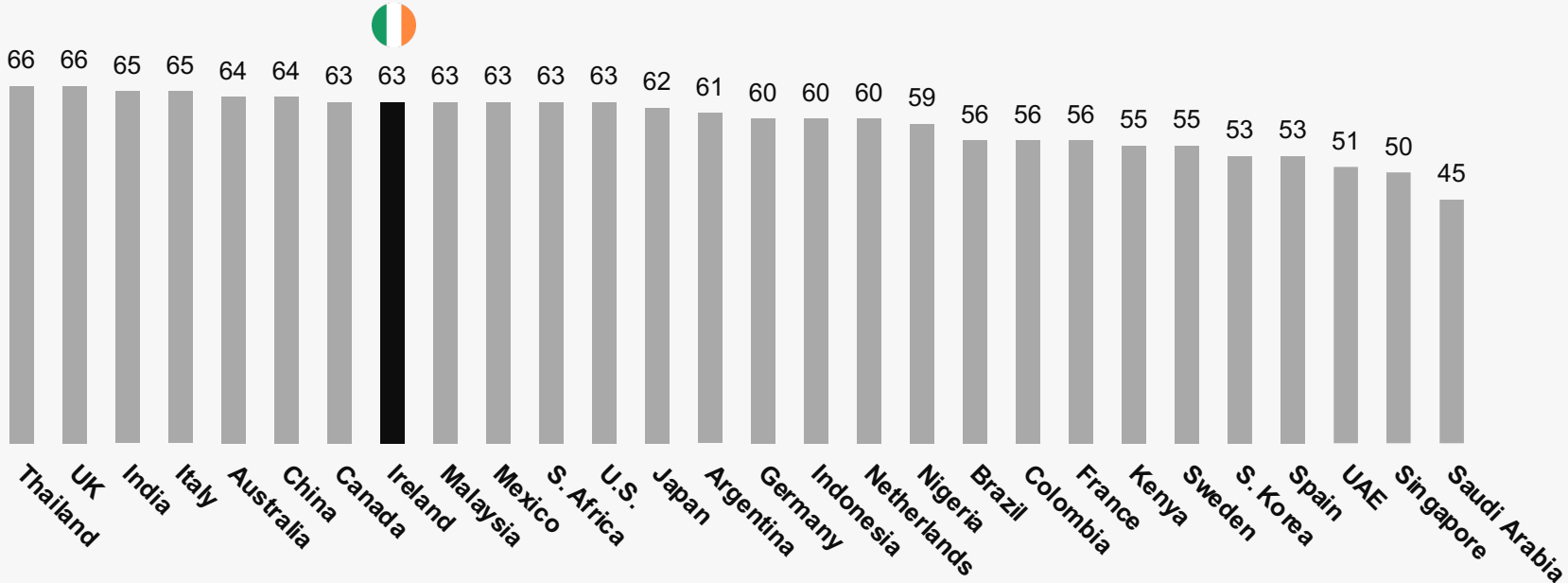
Percent who say this is true

GLOBAL 28

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

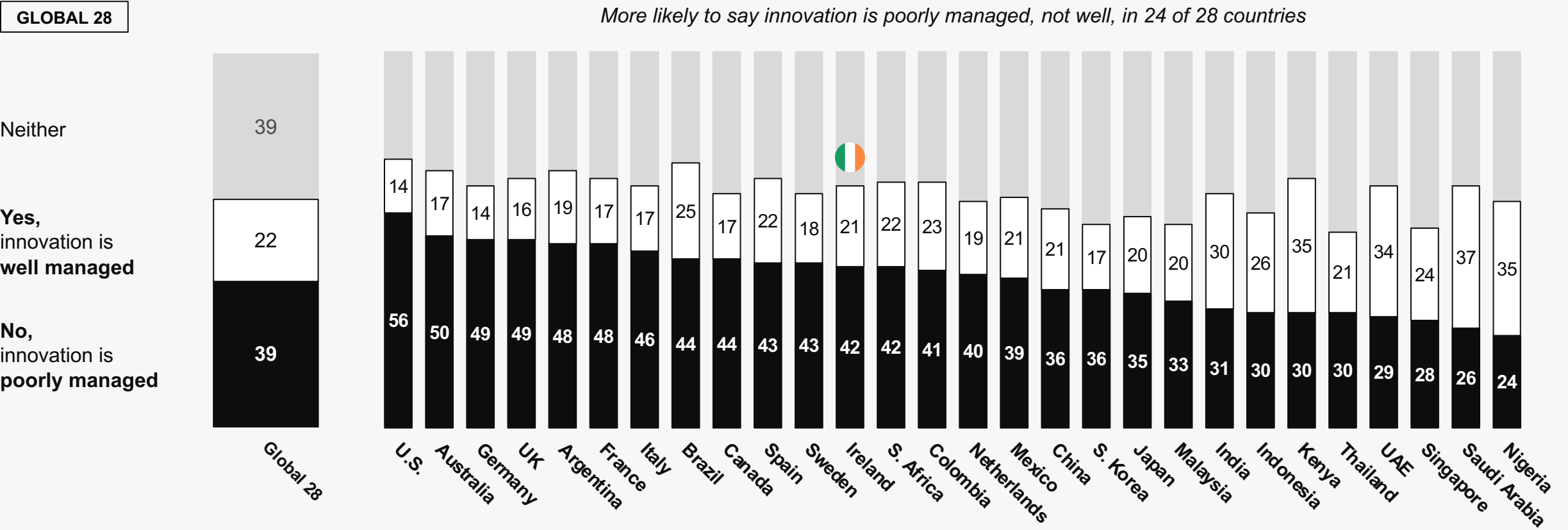
59%

Majority in 26 of 28 countries say government not regulating well



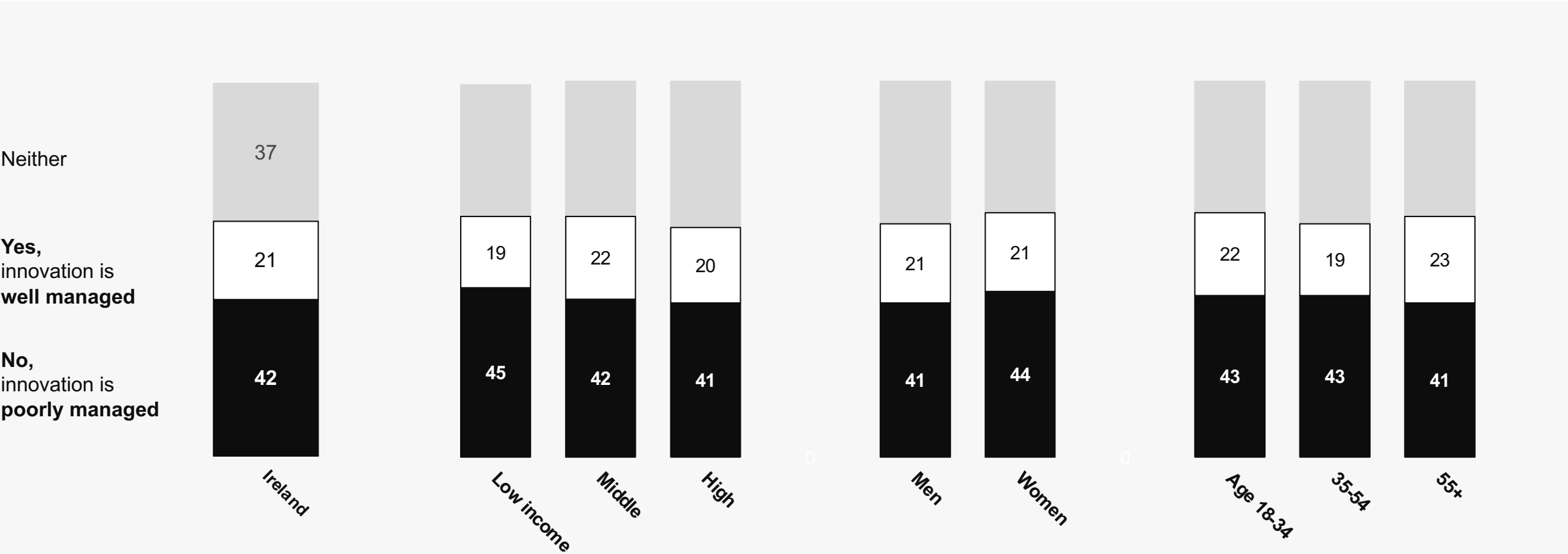
Nearly All Countries More Likely to Believe Innovation is Mismanaged Rather Than Well Managed

On average, percent who say



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

On average, percent who say, in Ireland

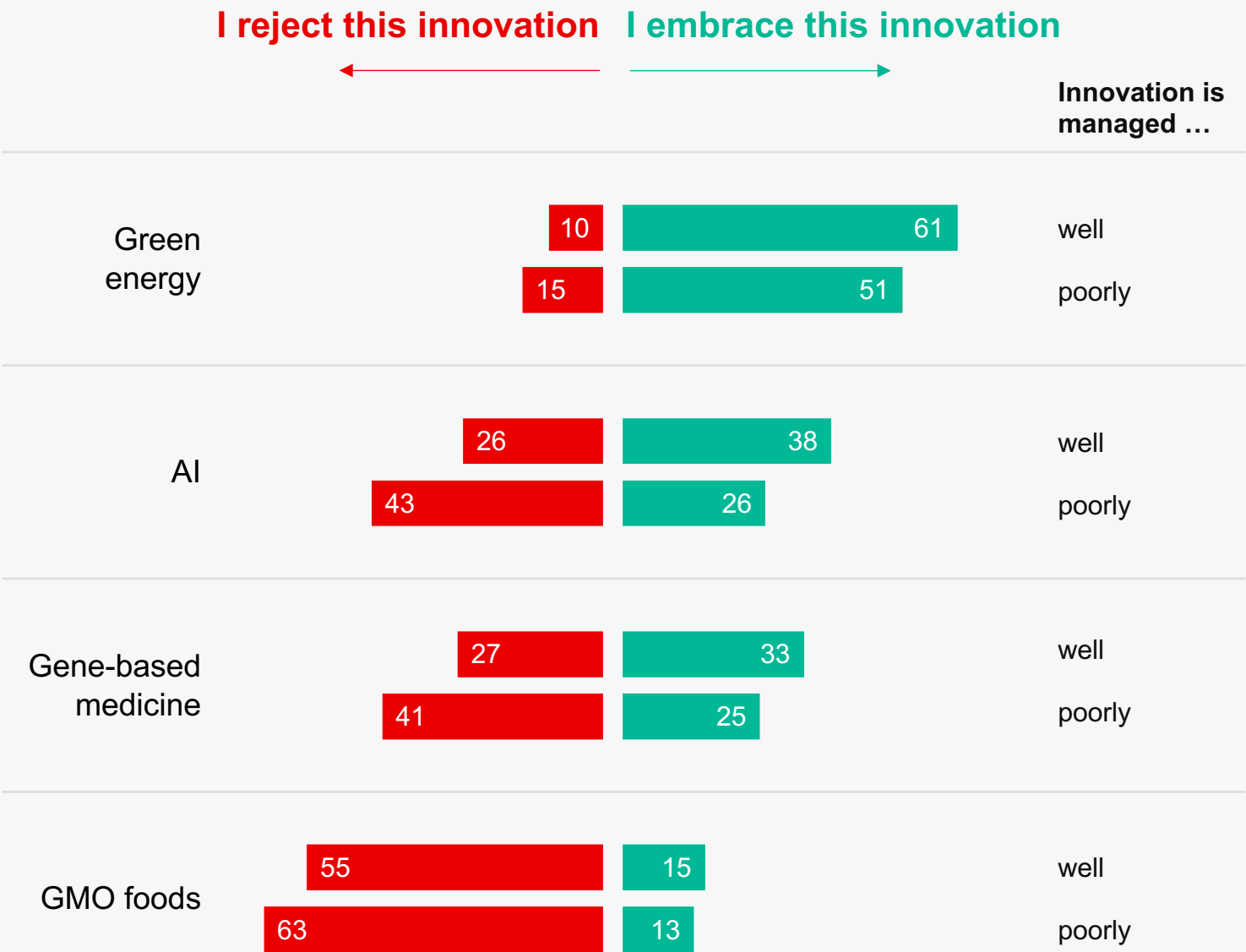


When Institutions Mismanage Innovation: More Rejection, Less Enthusiasm for Emerging Technologies

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

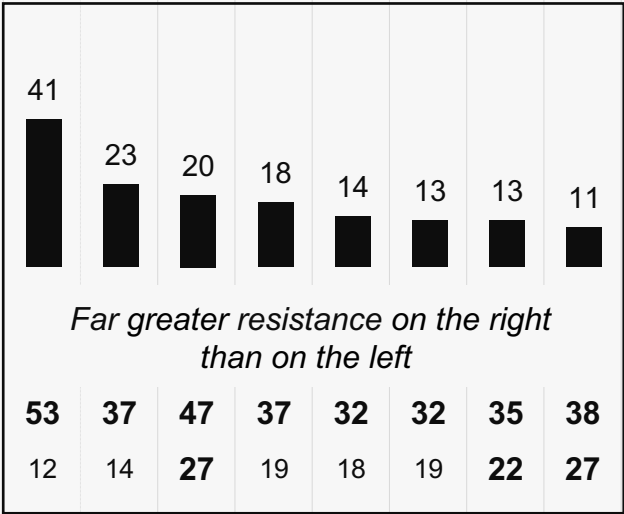
Percent of respondents who reject innovation, based on their individual average acceptance rating across green energy, AI, gene-based medicine, and GMO foods

GLOBAL 21

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

Political leaning
Right
Left

7 pts



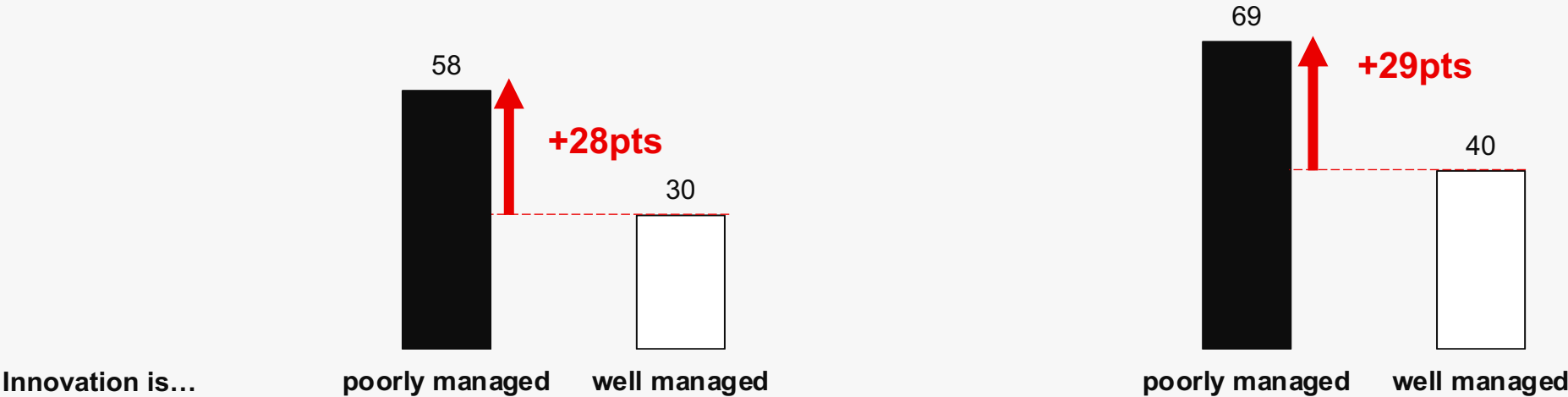
bold font indicates
20% or more reject innovation

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

Percent who say, in Ireland

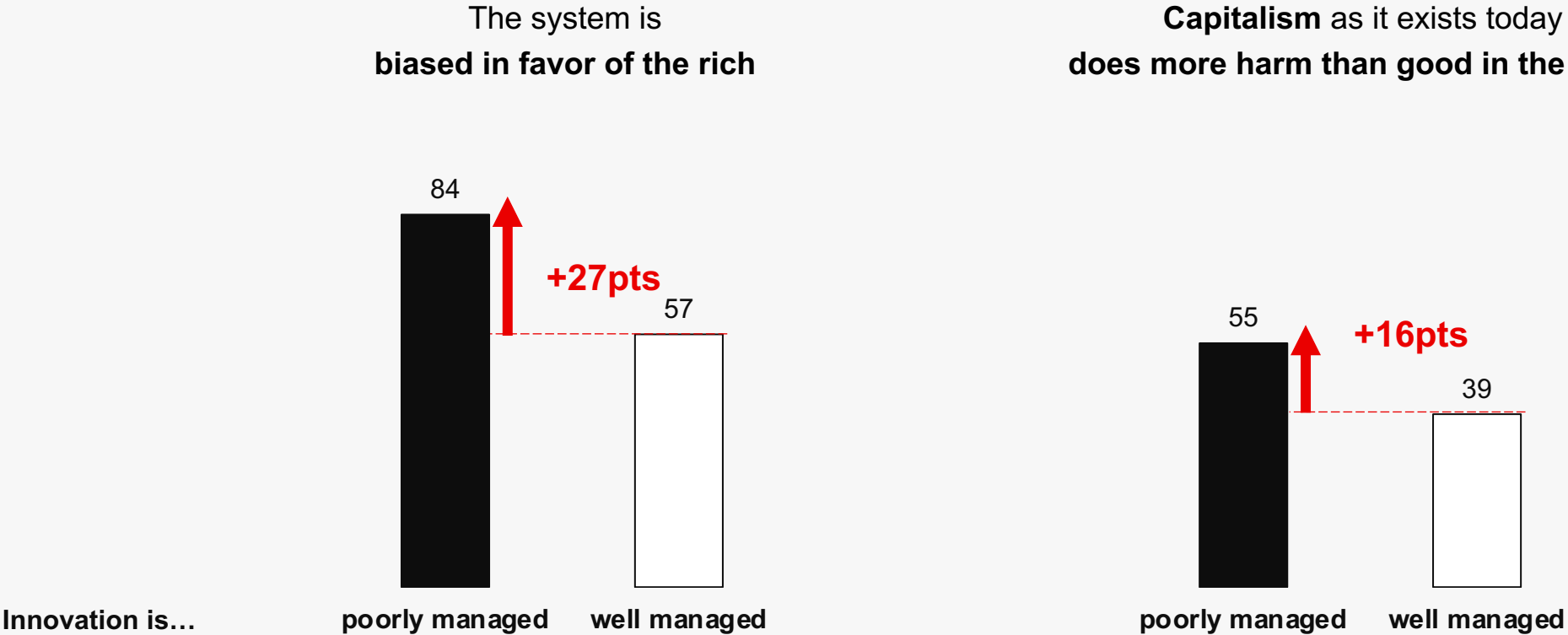
Technology is changing too quickly,
in ways that are not good for people like me

Our society is changing too quickly
and not in ways that benefit people like me



When Institutions Mismanage Innovation, Fairness and Capitalism in Question

Percent who say, in Ireland



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



A Reset for Science in Society

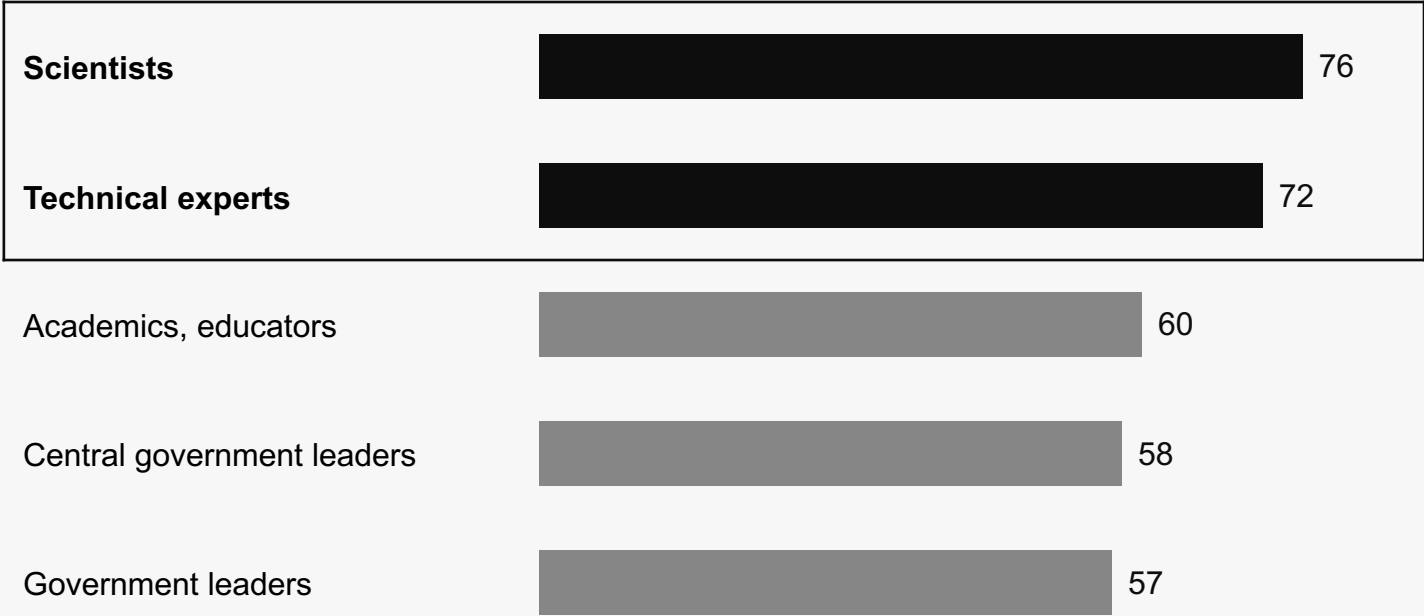


Scientists and Experts Expected to Lead on Implementation of Innovation

Percent who say, in Ireland

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

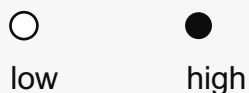
Showing top 5 of 11 items



Average acceptance rating for each innovation

GLOBAL 28

Among those who have



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***



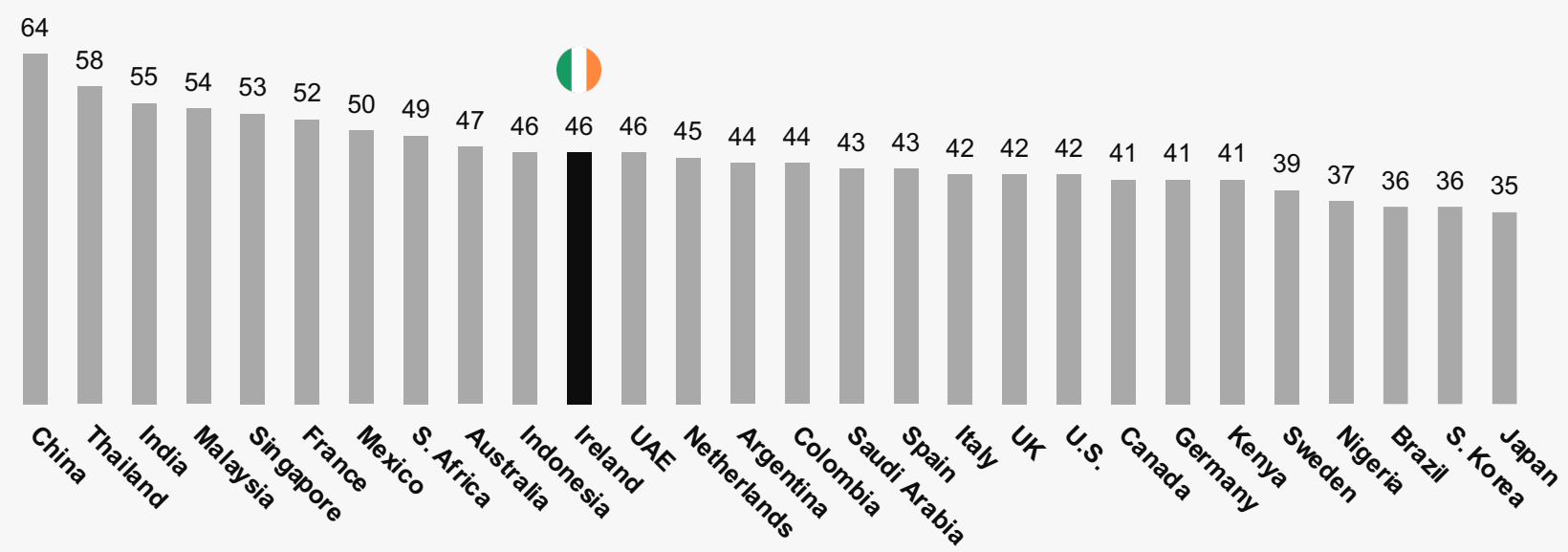
Make the Science Transparent and Accessible to the Public

Percent who agree

GLOBAL 28

Scientists do not know how to
communicate with people like me

45%

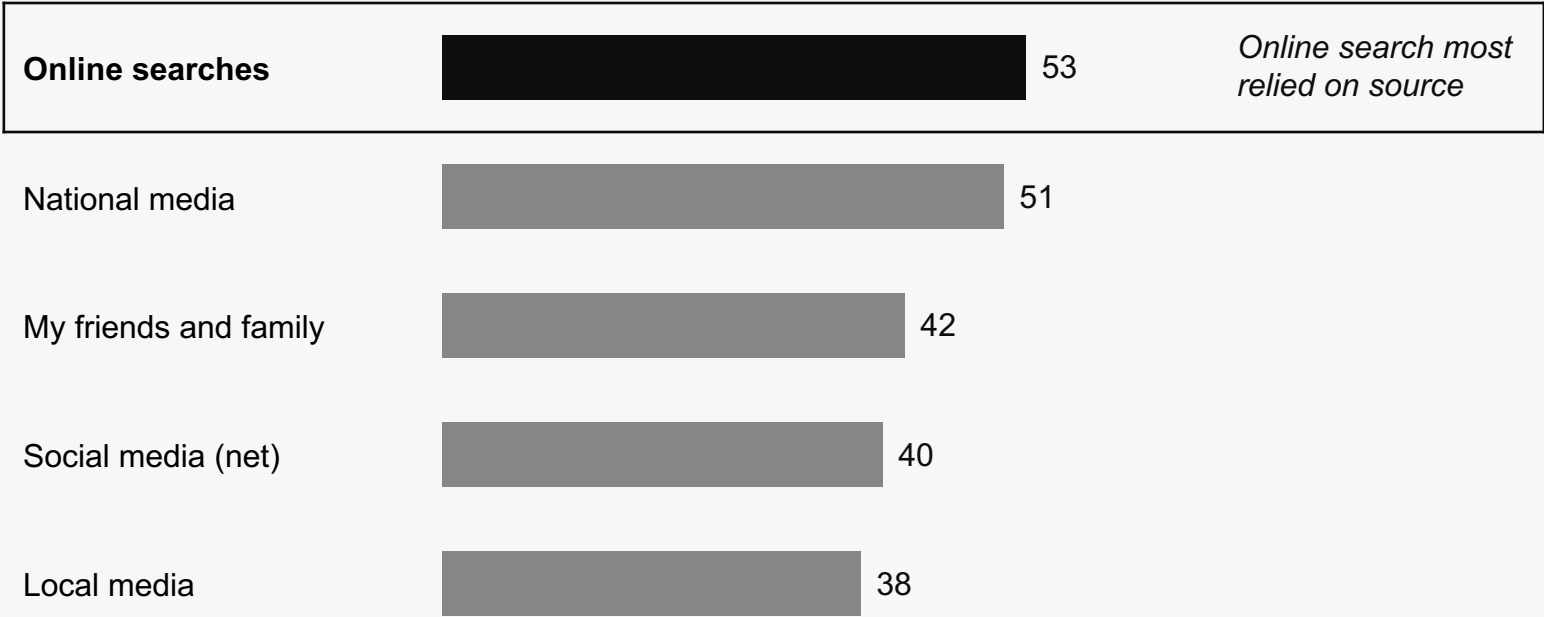


I'm Doing My Own Research: Help Me Find Information I Can Trust

Percent who say, in Ireland

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, 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, in Ireland, showing the top 3 actions

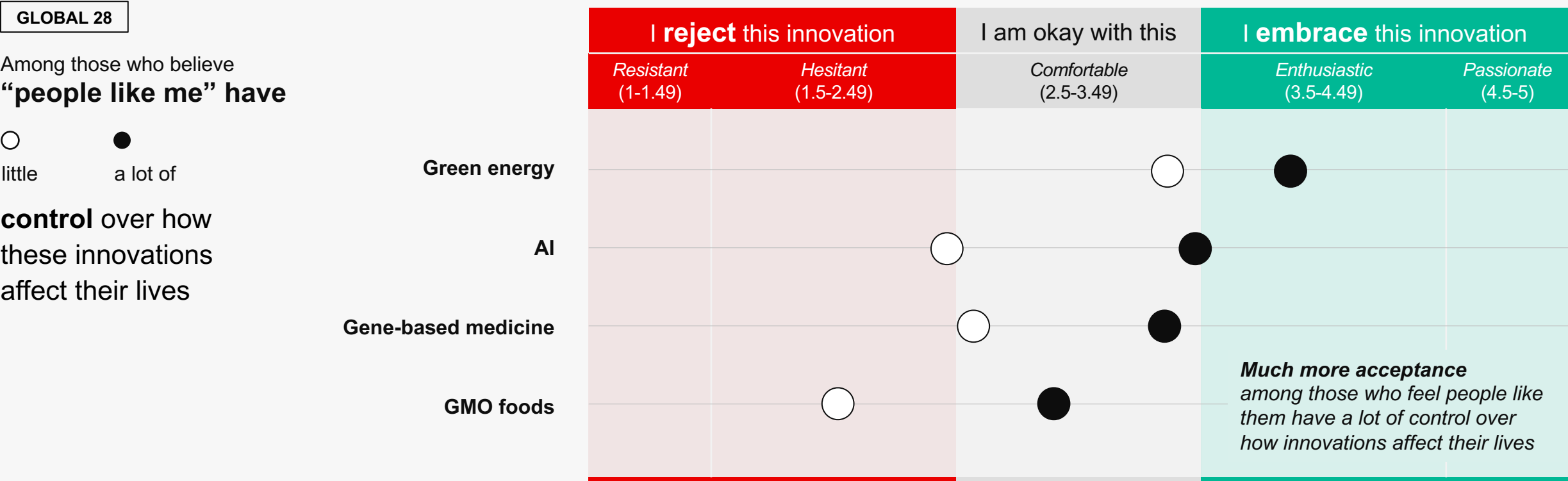
Across institutions, listening is a top 3 trust-building action

Business	%	NGOs	%	Government	%	Media	%
Communicate pluses and minuses	85	Hear our concerns, let us ask questions	83	Hear our concerns, let us ask questions	85	Investigate innovations	86
Hear our concerns, let us ask questions	85	Support change locally	80	Communicate pluses and minuses	84	Hear our concerns, let us ask questions	84
Keep innovations affordable	85	Communicate pluses and minuses	79	Regulate to ensure safety and fairness	83	Communicate pluses and minuses	81



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

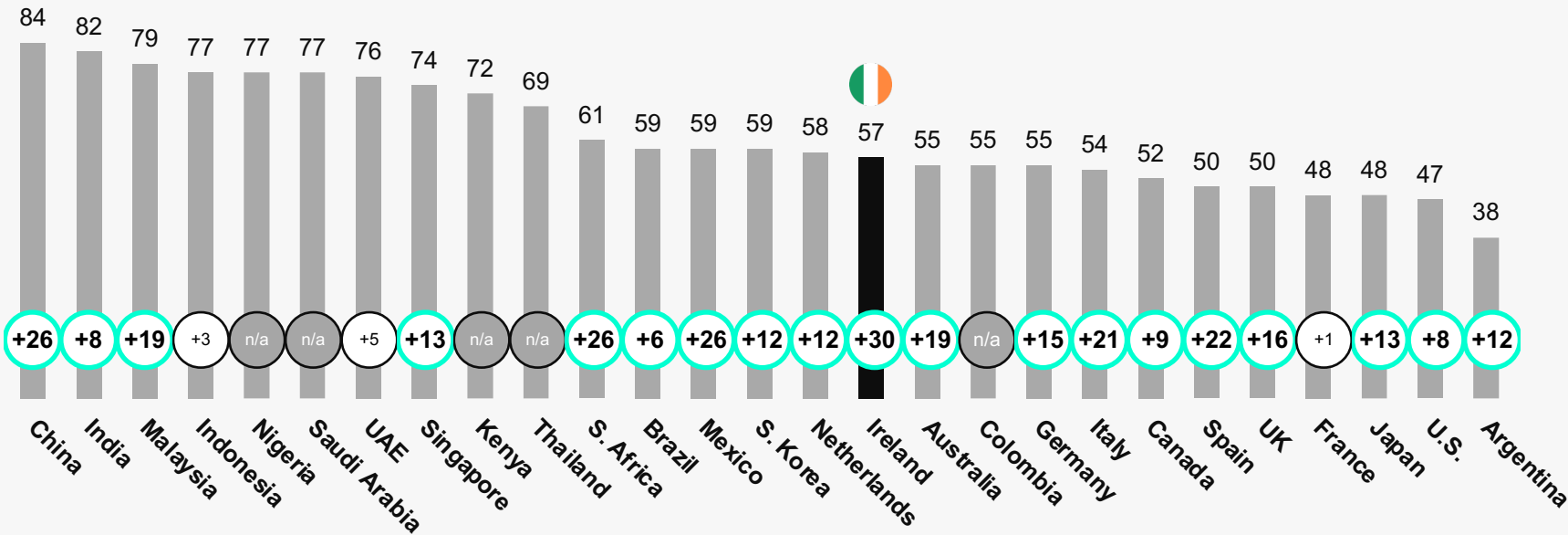
Significant change

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

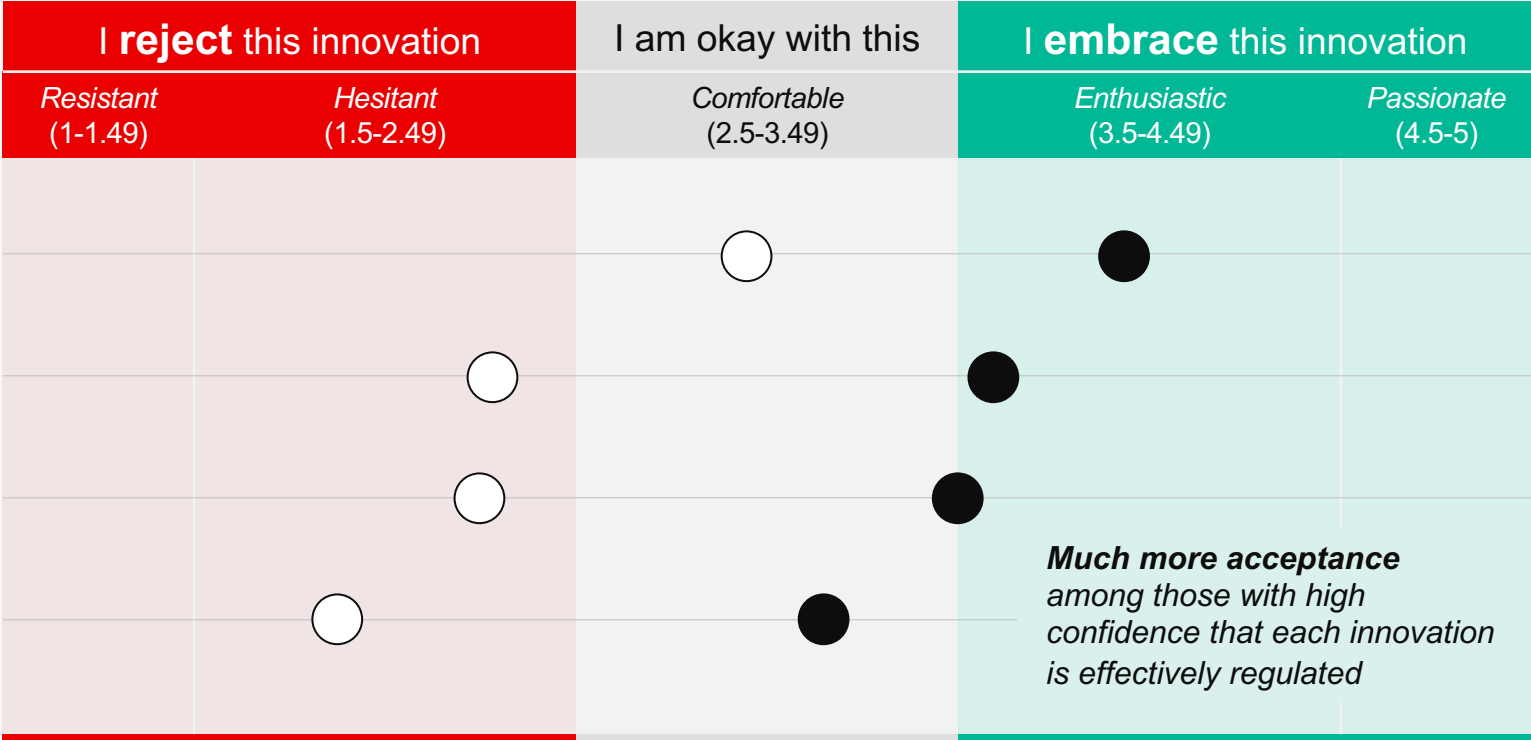
confidence that each
innovation is
effectively regulated

Green energy

AI

Gene-based medicine

GMO foods



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



CEOs: Address Impacts of Innovation in Society

Percent who say, Ireland

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

53%

Among employees,

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

Job skills of the future



79

Automation impact on jobs



72

Ethical use of technology



69



Show Me How Innovation Will Bring Us a Better Future

Average acceptance rating
for each innovation

GLOBAL 28

Among those who have

low high

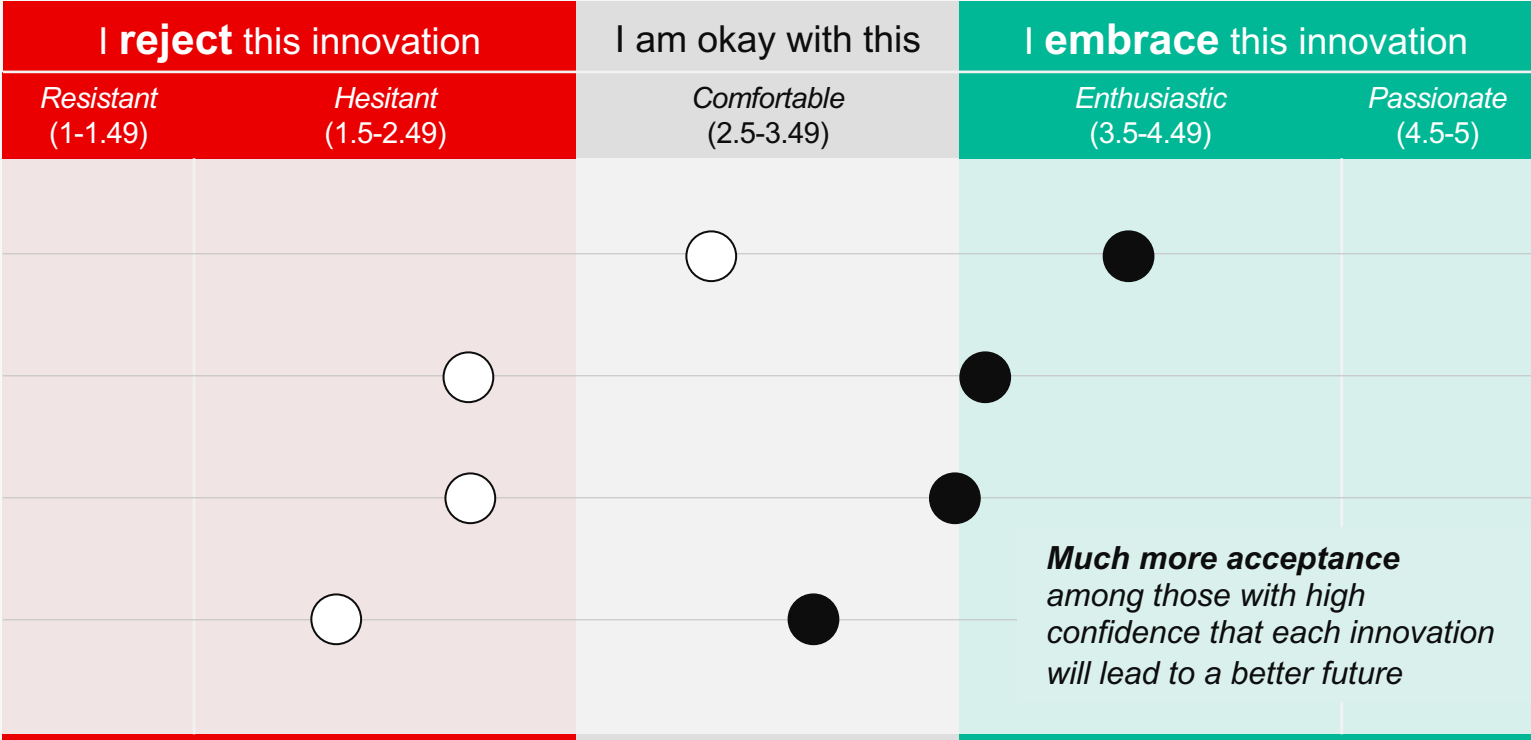
confidence that each
innovation **will lead to
a better future**

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.

