

2024 Edelman Trust Barometer

Supplemental Report:
Insights for the Tech Sector

458,818

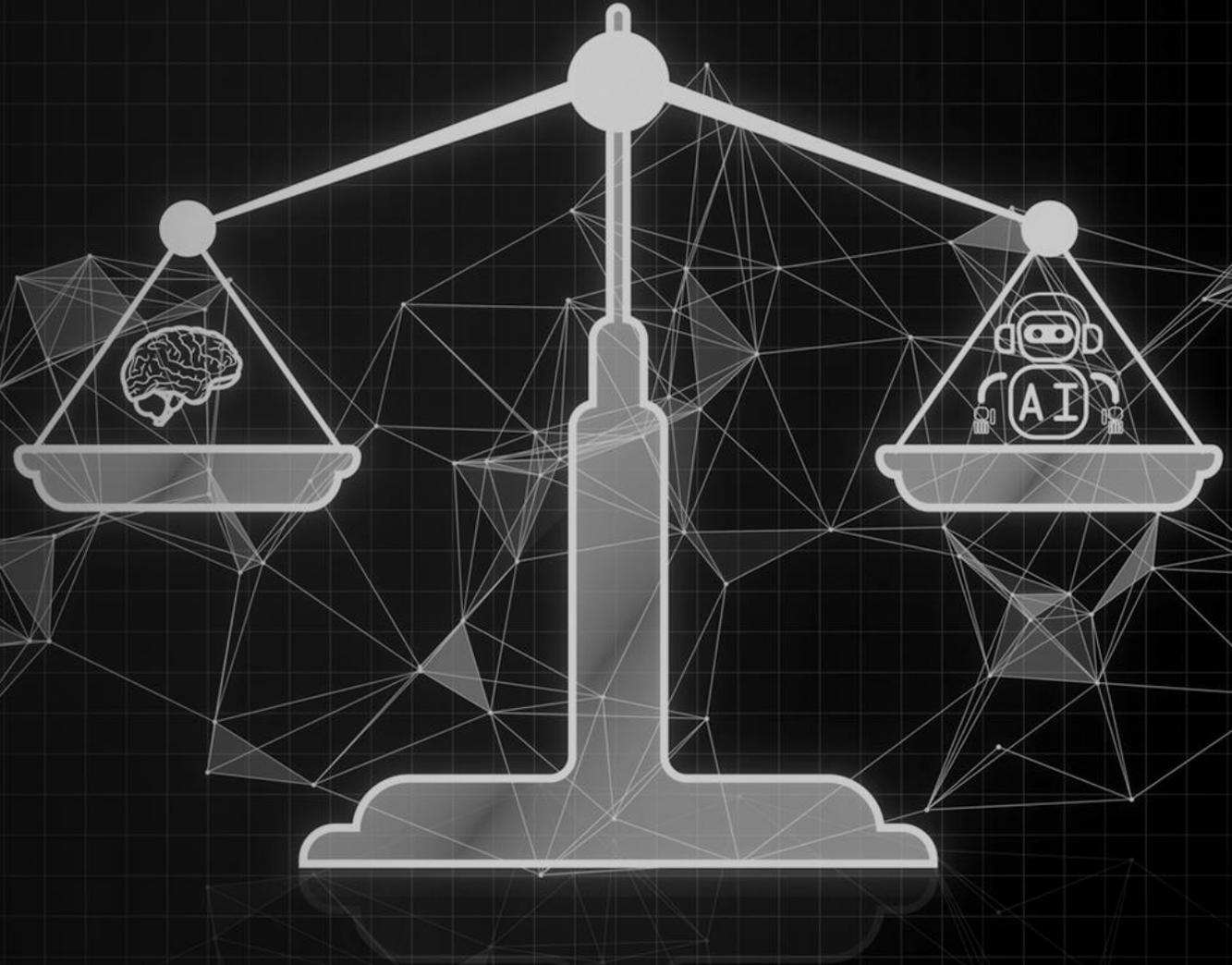
398,902

282,851

437,306

457,282

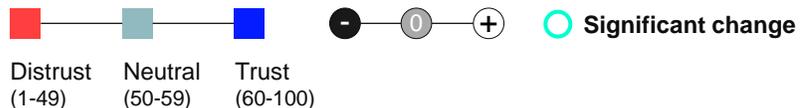
Business Remains Most Trusted, Tech Falters



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

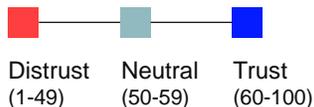
*UK now among
least-trusting countries*



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:

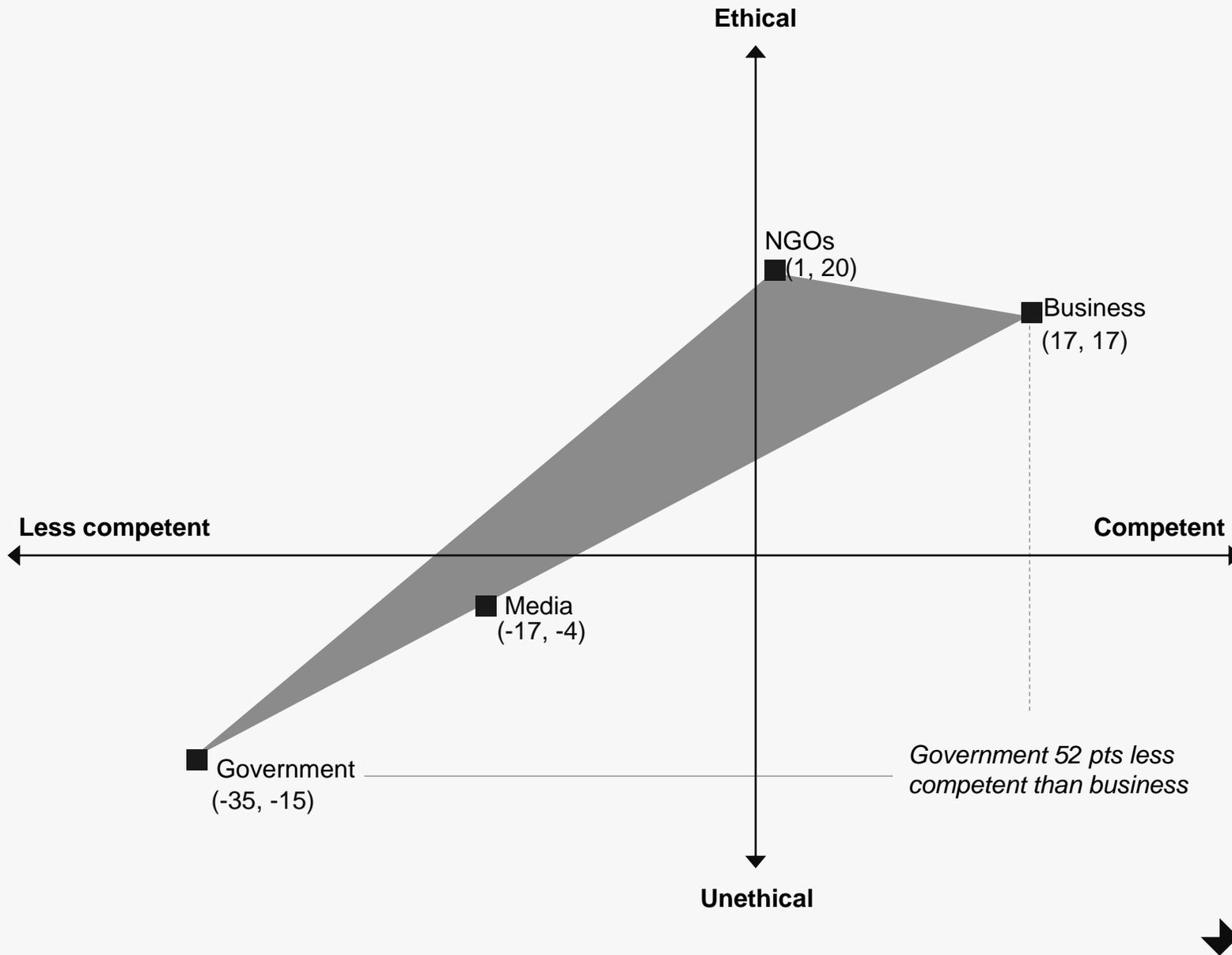
Thailand	27pts
Saudi Arabia	23pts
Indonesia	19pts
Colombia	18pts
Germany	18pts



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

(Competence score, net ethical score)

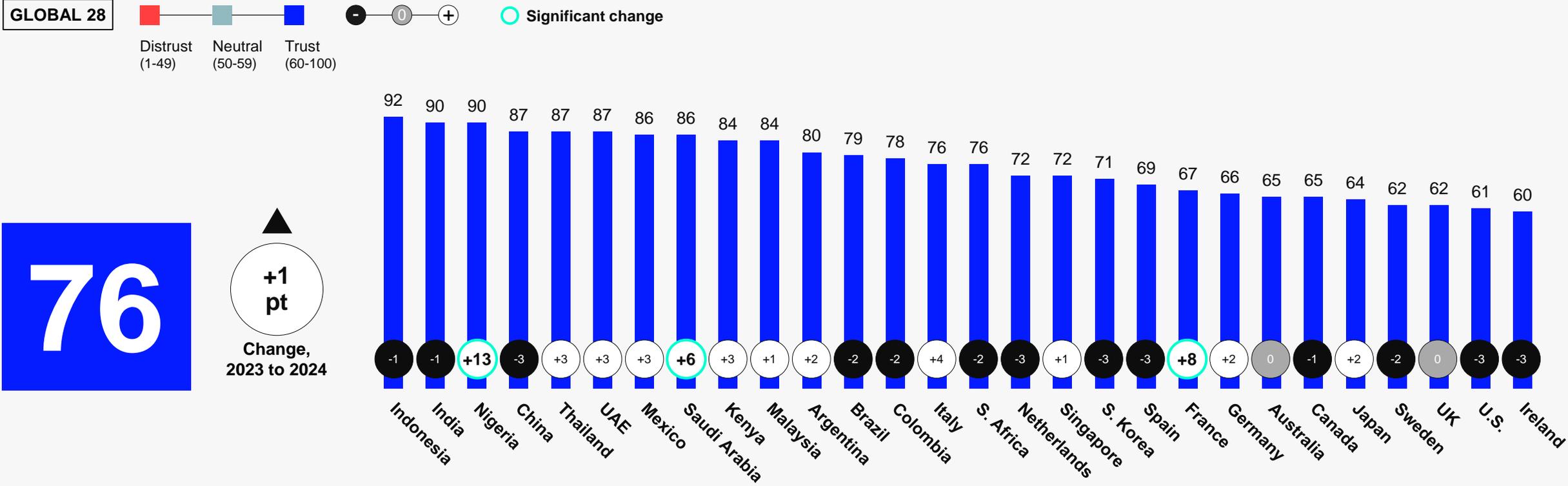
GLOBAL 25 Excludes China, S. Korea, Thailand



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.

Technology Sector Trusted in All 28 Countries

Percent trust in companies within the technology sector



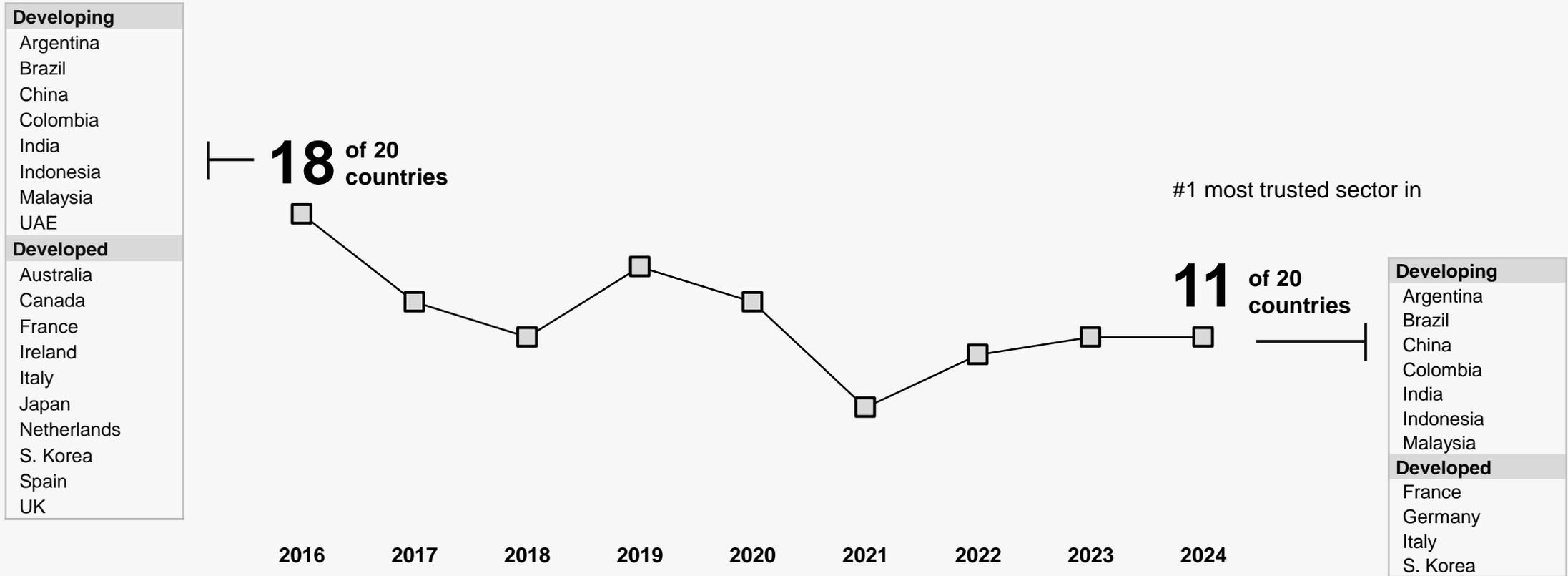
2024 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a 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.

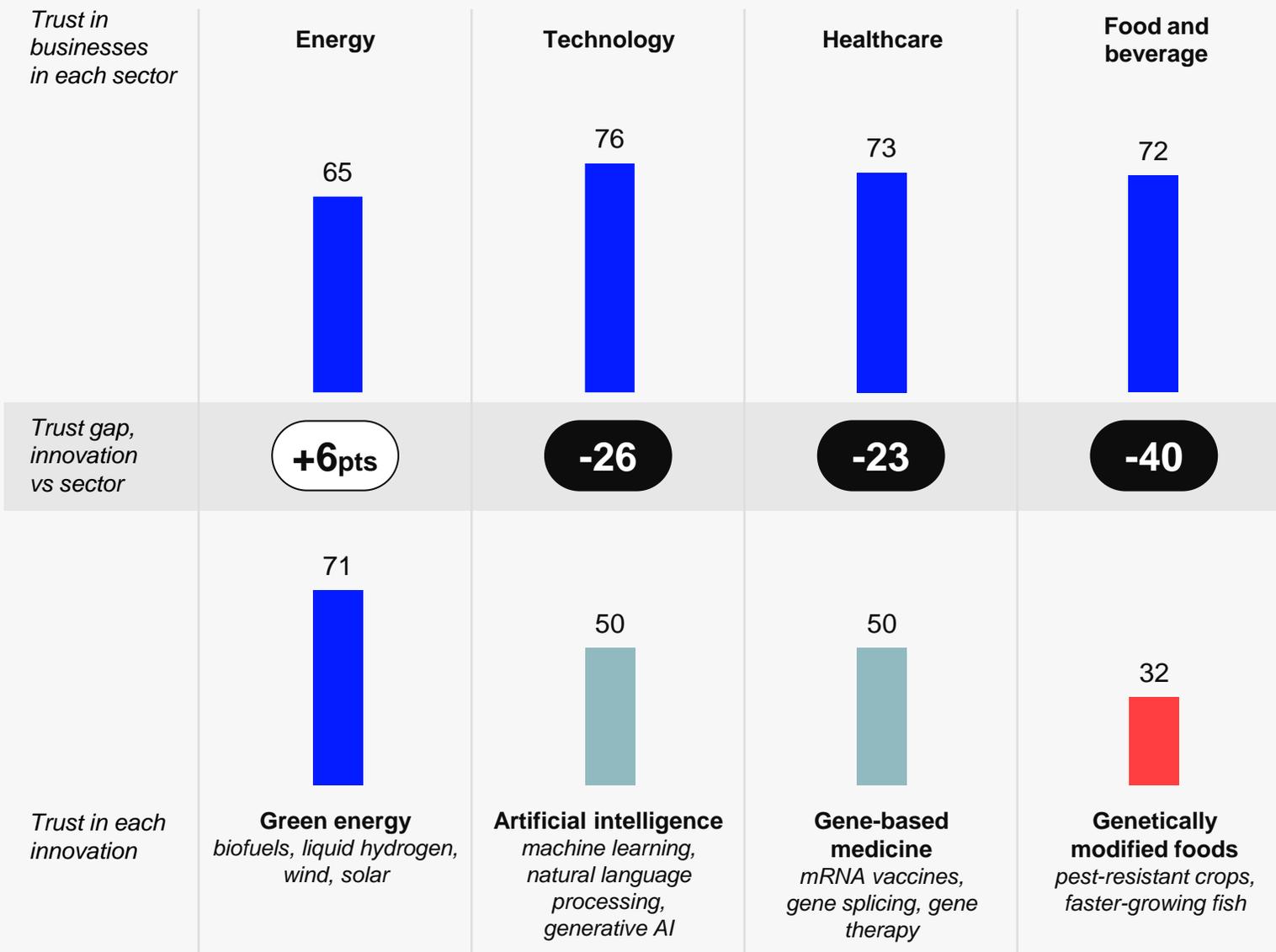


Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

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.



Innovation at Risk



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

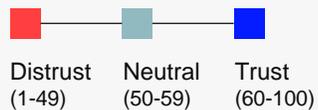
2024 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. General population, 28-mkt avg. Attributes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



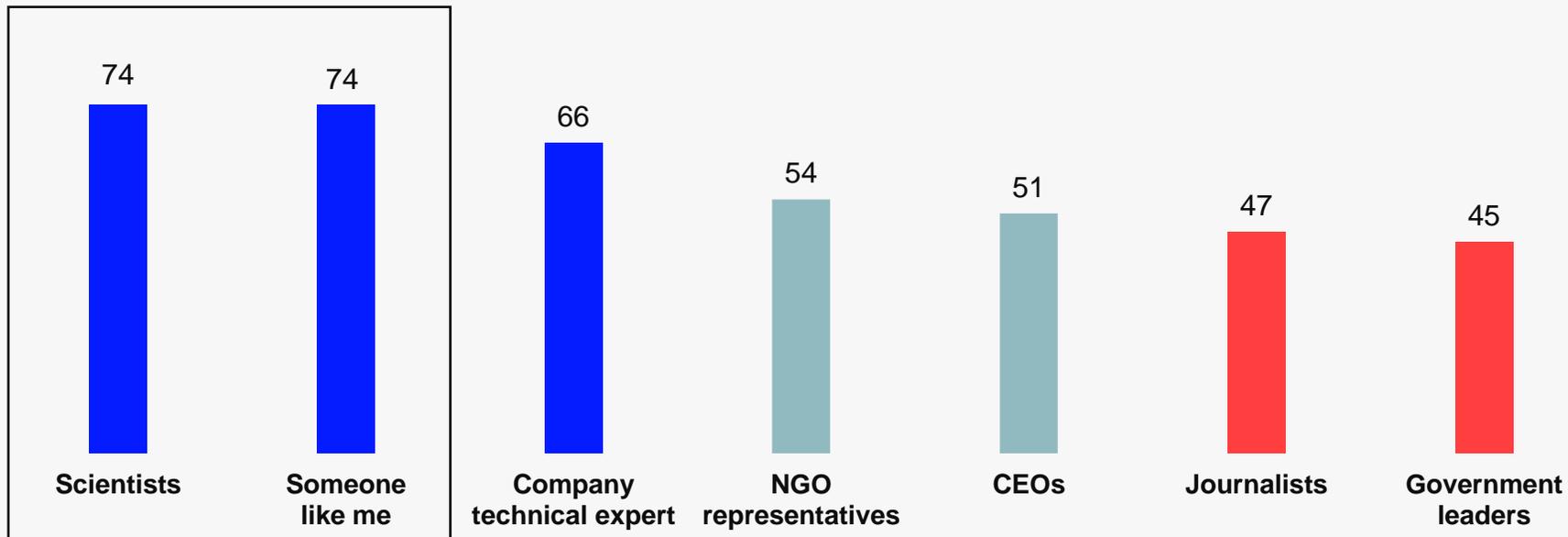
Dispersion of Authority: Peers on Par With Scientists

Percent trust

GLOBAL 26 Excl China, Saudi Arabia



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

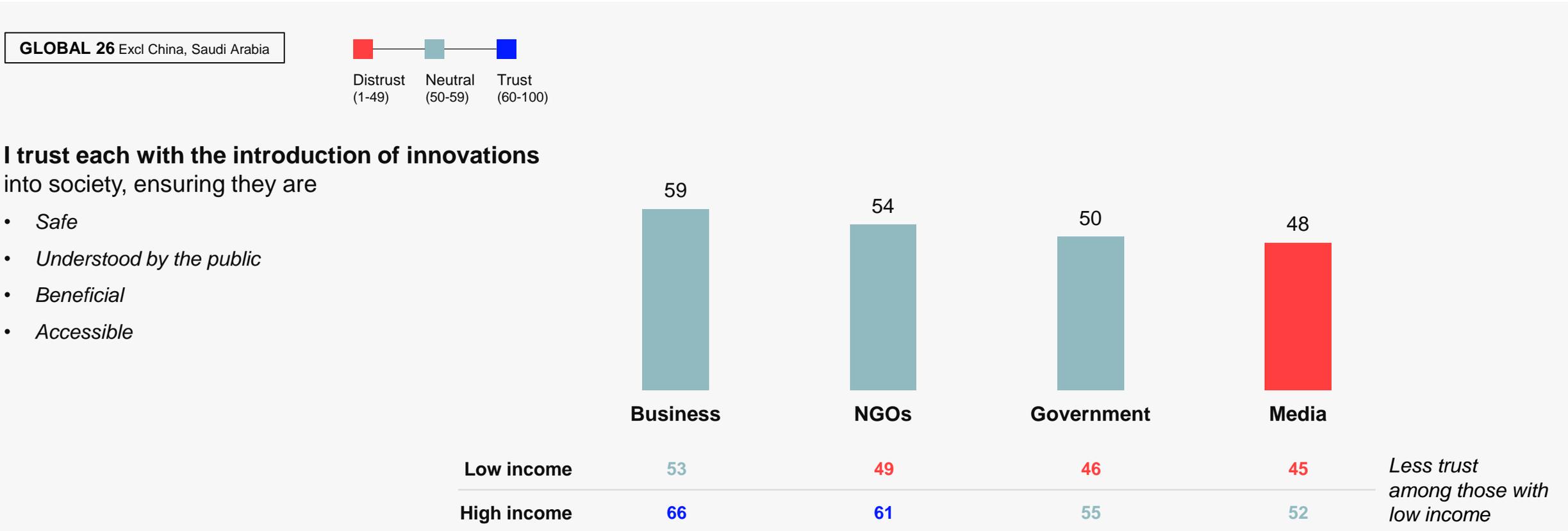


2024 Edelman Trust Barometer. TRU_PEP_TCNG. Below is a list of categories of people. For each one, please indicate how much you trust that person or group of people to tell you the truth about new innovations and technologies. 9-point scale; top 4 box, trust. Question asked of half the sample. General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



Trust Imbalance: Business Most Trusted to Integrate Innovation into Society

Percent trust



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".



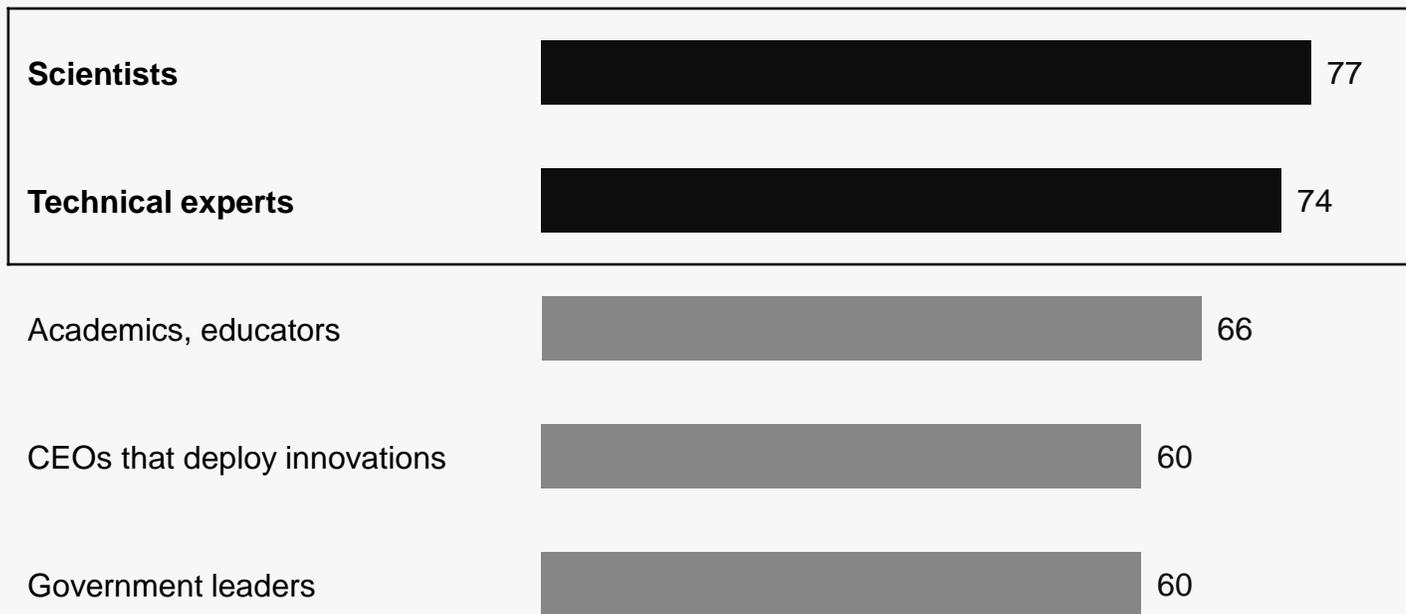
Scientists and Experts Expected to Lead on Implementation of Innovation

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



More People Think Innovation is Poorly Managed Than Well Managed

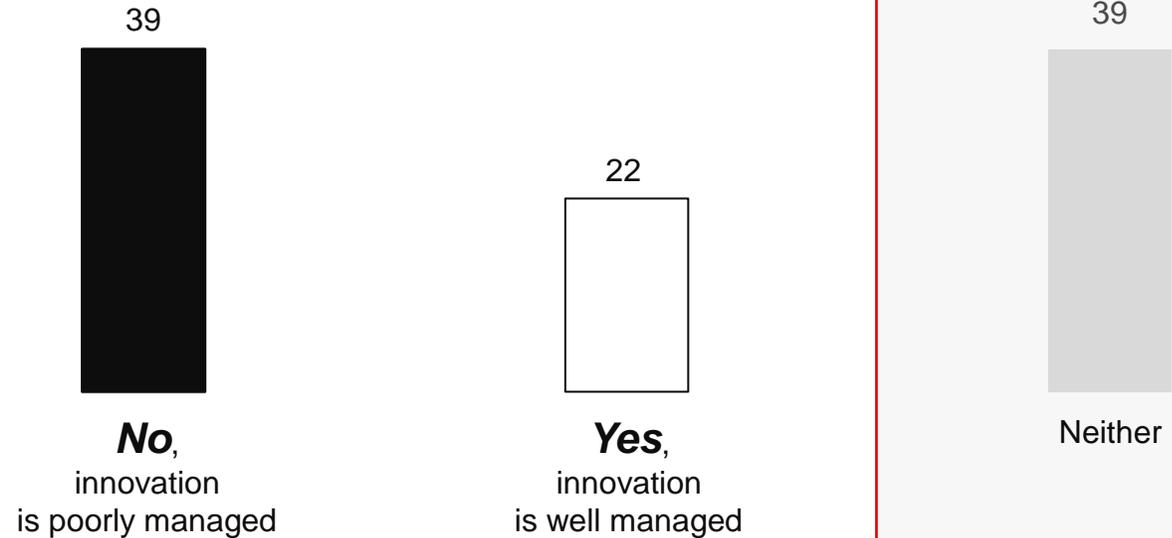
On average, percent who say

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

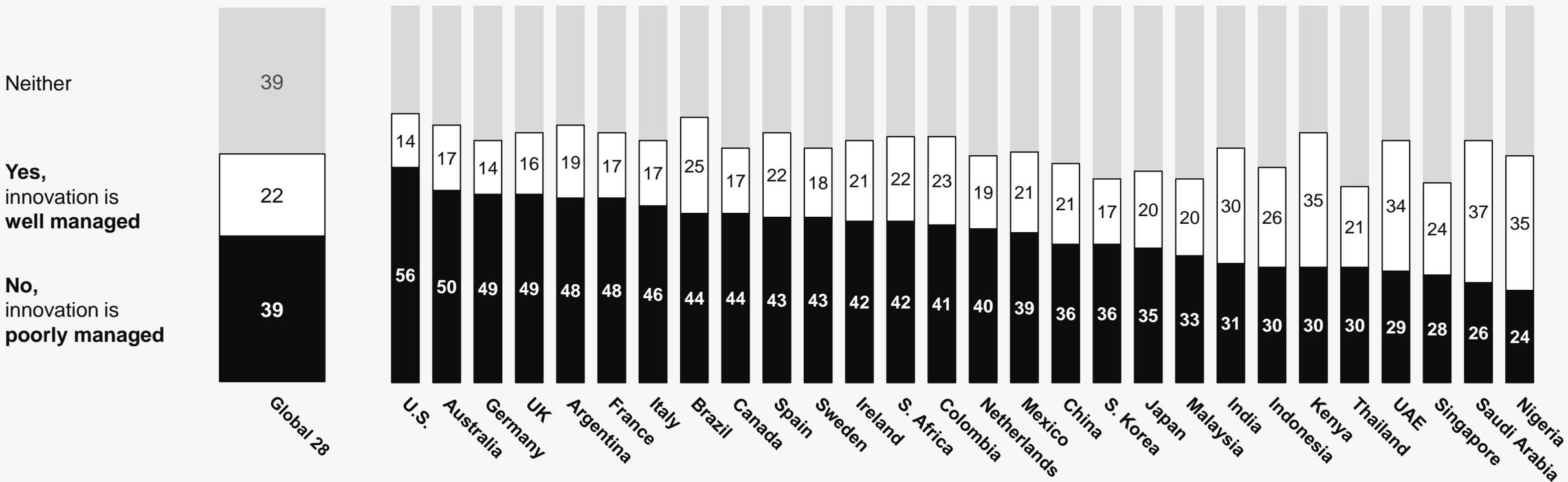


Nearly All Countries More Likely to Believe Innovation is Mismanaged Rather Than Well Managed

On average, percent who say

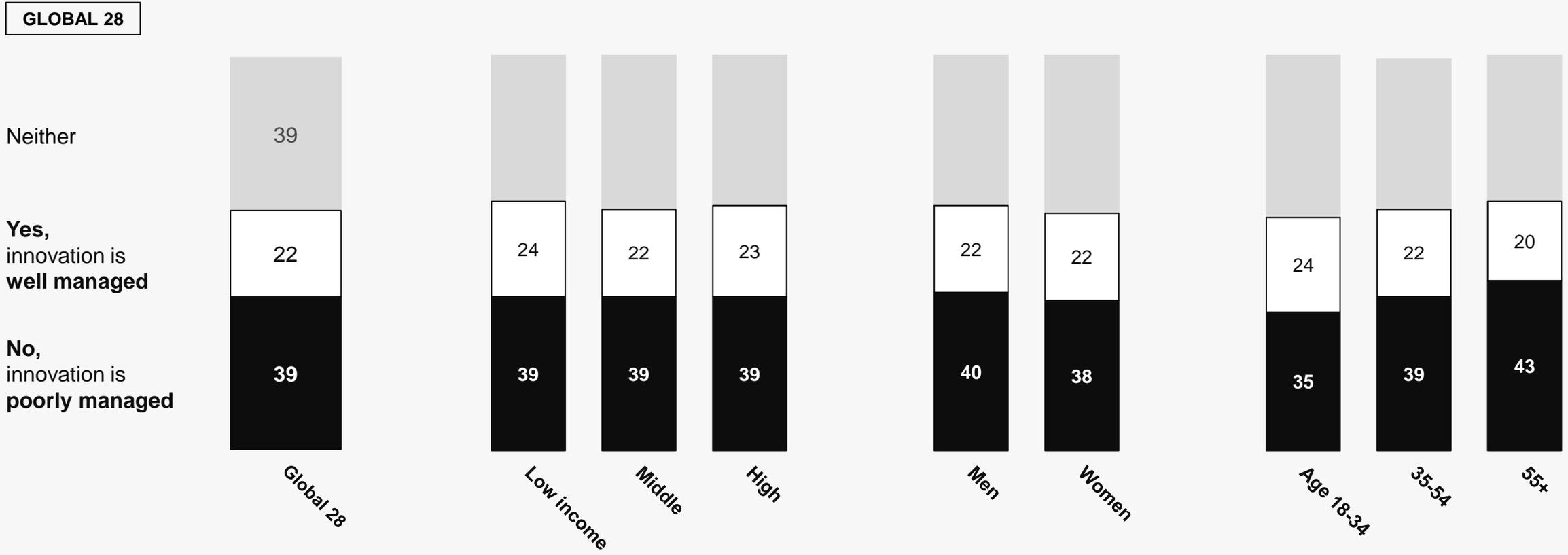
GLOBAL 28

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



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

On average, percent who say

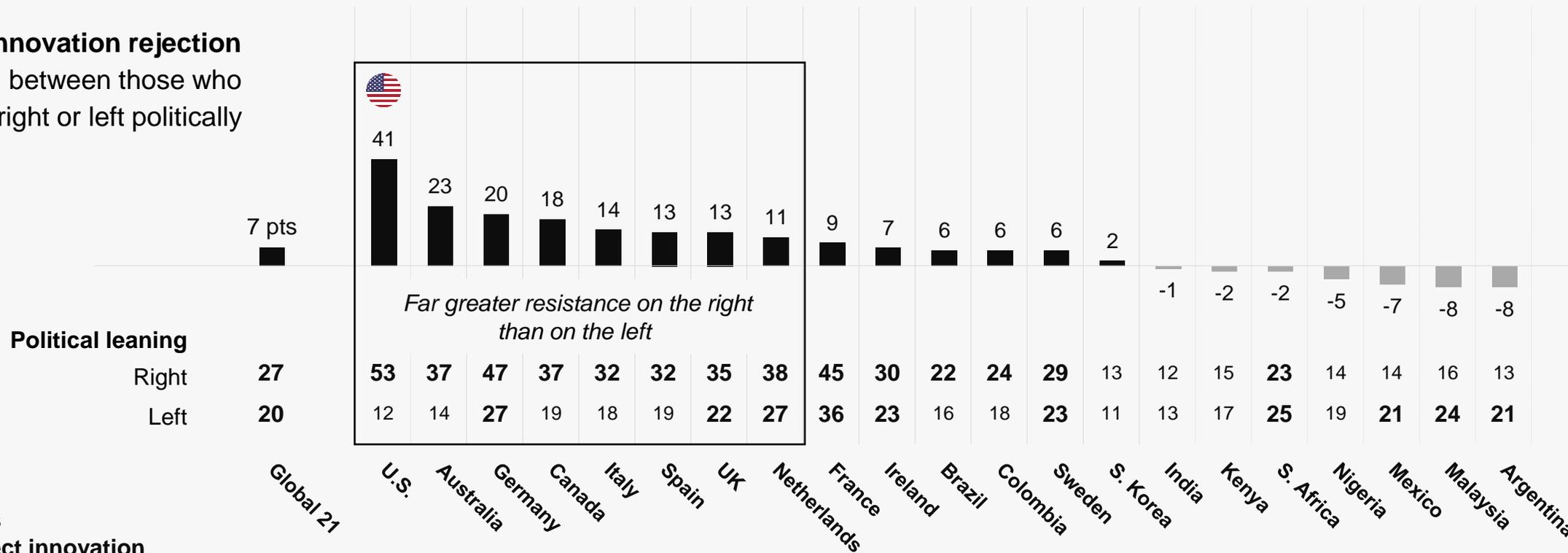


In Western Democracies, Resistance to Innovation Is Political

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



bold font indicates
20% or more reject innovation

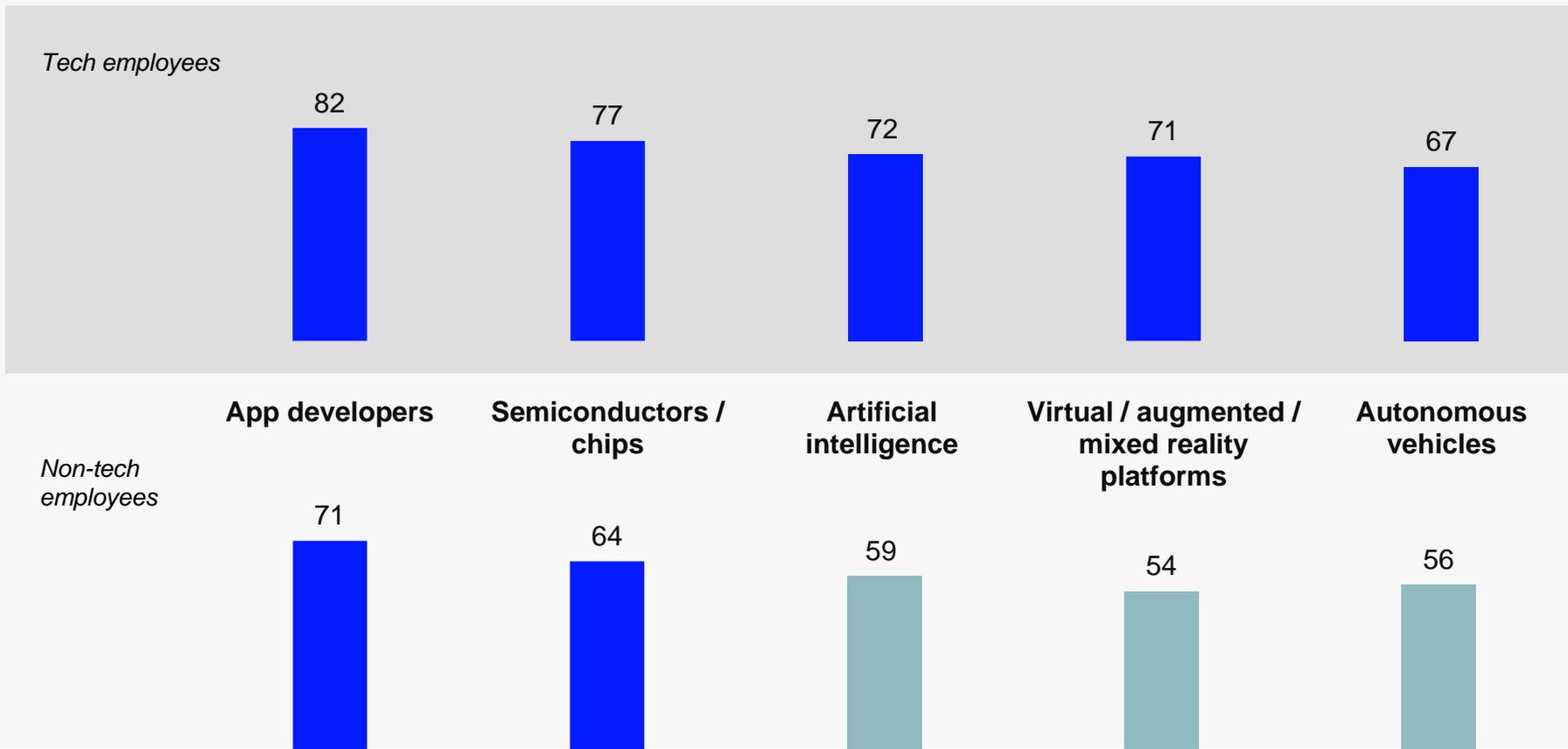
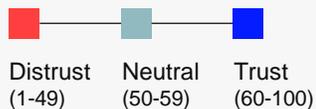
2024 Edelman Trust Barometer. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; Data is showing the percent of respondents who, on average, rejected innovation when looking at the mean scores "acceptance ratings" for each of the four innovations, and the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



Tech Employees a Bright Spot: More Likely to Trust Companies in Innovative Sectors

Percent trust in companies in each sector, among employees

GLOBAL 28



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, 28-mkt avg., among technology employees (Q43/1 AND Q420/13) and non-tech employees (Q43/1 AND NOT Q420/13).



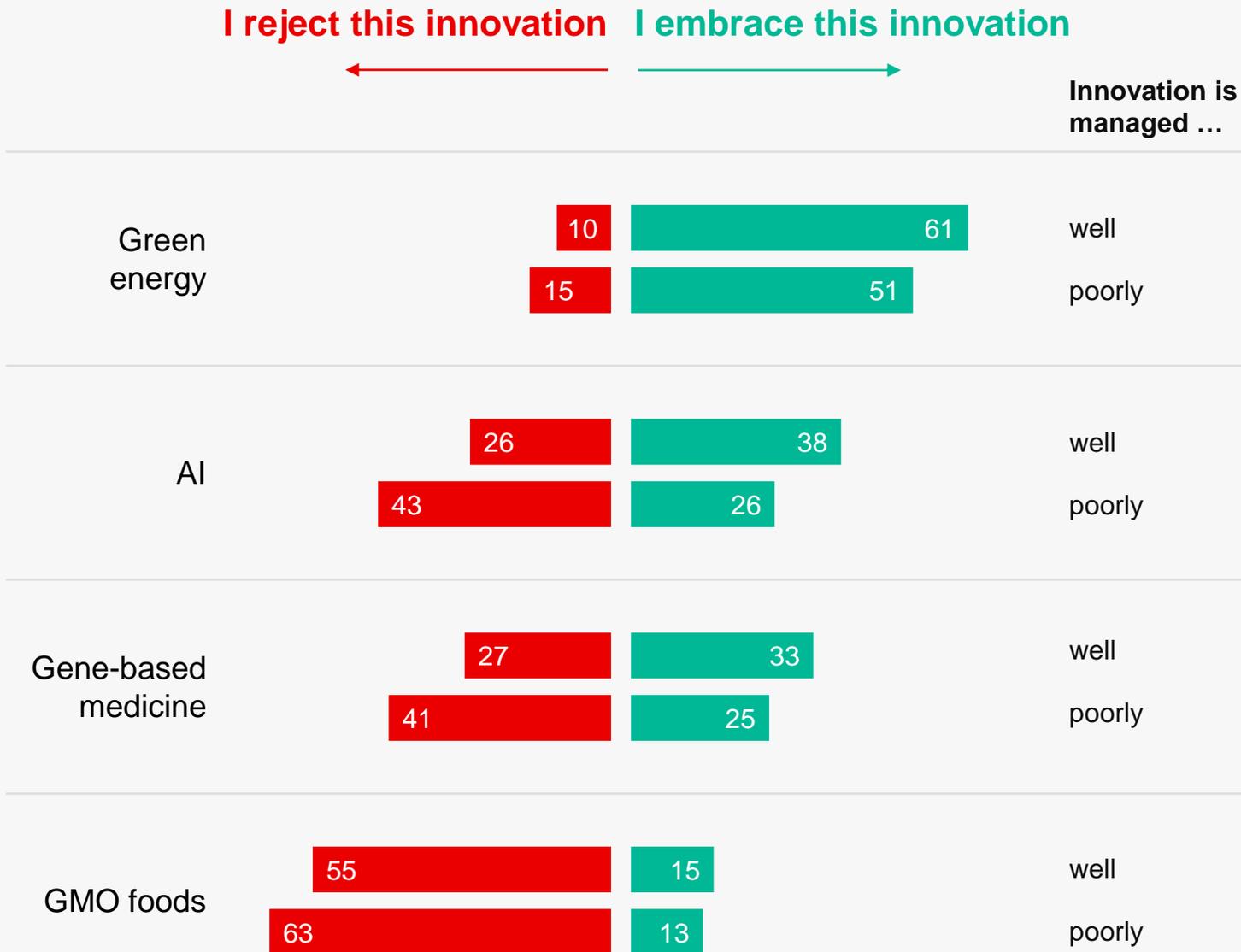
Imperatives for Innovation Acceptance



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.



Demand for Business-Government Partnership Surges; Regulation Becomes Necessary for Innovation

Percent who say

GLOBAL 22



2015 to 2024

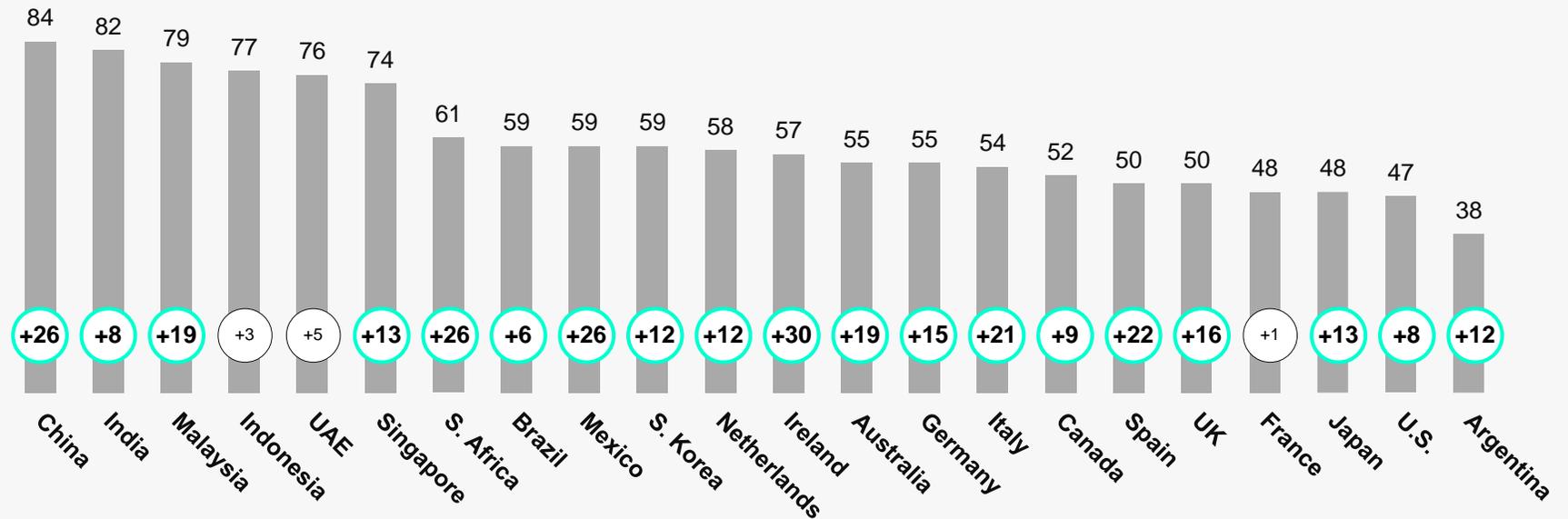
○ Significant change

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

60%

+15 pts

Change, 2015 to 2024



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



Confidence in Effective Regulation Drives Acceptance

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.

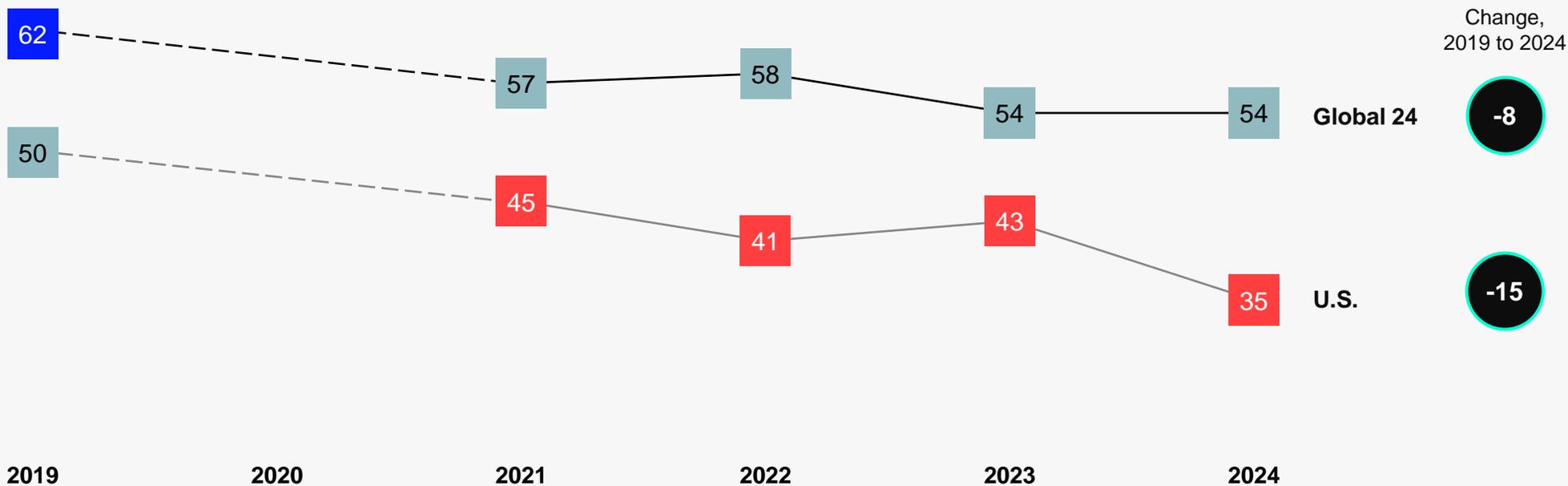


AI is the Battleground for Trust in Tech



As AI Innovation Speeds Up, 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, 24-mkt avg., and the U.S. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

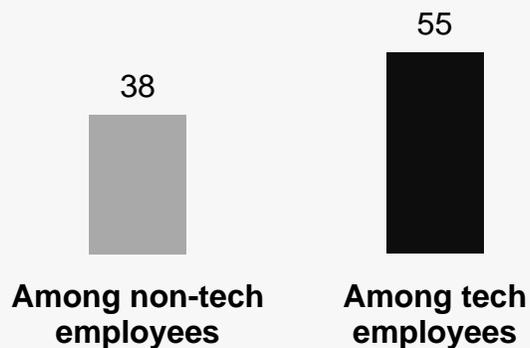


Overall Low Confidence in Effective AI Regulation and Control; Tech Sector Employees Have More Faith

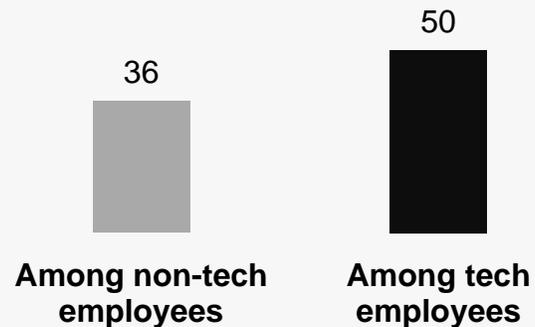
Percent who say

GLOBAL 28

I have high confidence that AI is effectively regulated



“People like me” have a lot of control over how AI affects their lives



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. Question asked of half the sample. 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. General population, 28-mkt avg., among technology employees (Q43/1 AND Q420/13) and non-tech employees (Q43/1 AND NOT Q420/13).



Resistance to AI Stronger in Developed Markets, Especially in Regions of AI Innovation; Tech Employees Less Resistant to AI, but Still Skeptical

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 and by technology employees (Q43/1 AND Q420/13) and non-tech employees (Q43/1 AND NOT Q420/13).

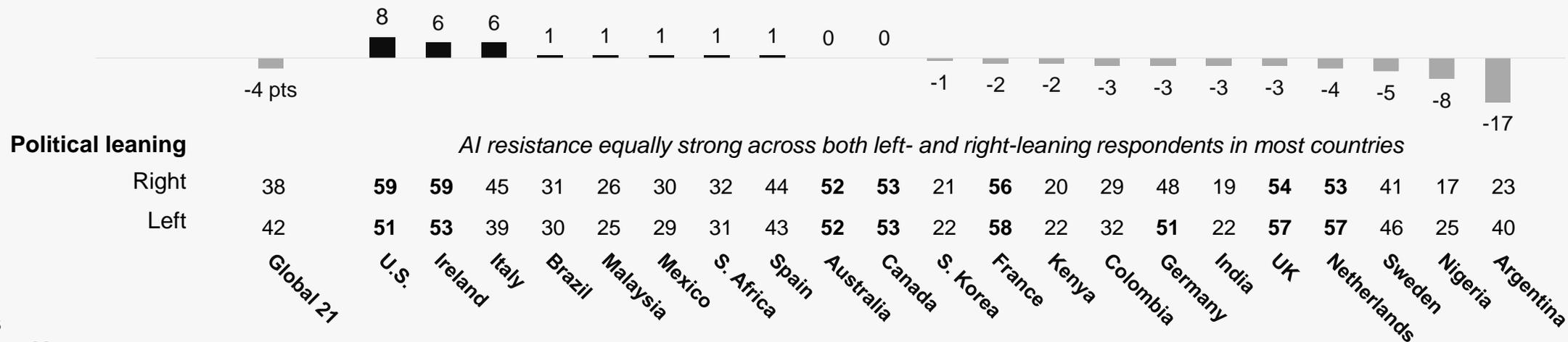


Resistance to AI Unites the Left and the Right

Percent who reject AI

GLOBAL 21

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



bold font indicates
50% or more reject AI

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



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
could compromise my privacy	39	41	35
may devalue what it means to be human	36	35	38
could be harmful to people	35	38	31
could be harmful to society	35	40	29
is not adequately tested and evaluated	35	40	30
is happening too fast	32	36	28
will worsen societal inequalities	27	28	26
could threaten my job security	22	18	26

Developed countries have greater concerns around AI, except when it comes to devaluing what it means to be human and concerns over job security



Paving the Way for AI Enthusiasm



To Increase Enthusiasm for AI: Show Me Benefits, Manage the Risks

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 ...

See benefits

See the benefits to society	53
See the benefits to me	51
See how it would save me money	48

See risks managed

Understand it better	51
Have confidence those adversely affected will be taken care of	46
Slow down the pace at which it was happening	46
Have influence over how and when it is used	43



To Increase Enthusiasm for AI: Institutional, Expert and Peer Support All Matter

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 ...

See
institutional
support

Trust business to thoroughly test it 48

Trust government to ensure it was implemented safely 46

Trust media to provide accurate, unbiased analysis 40

Trust NGOs to work with local authorities to deal with its impact 38

See expert
and peer
endorsement

See experts endorse it 44

See my family and friends embrace it 35

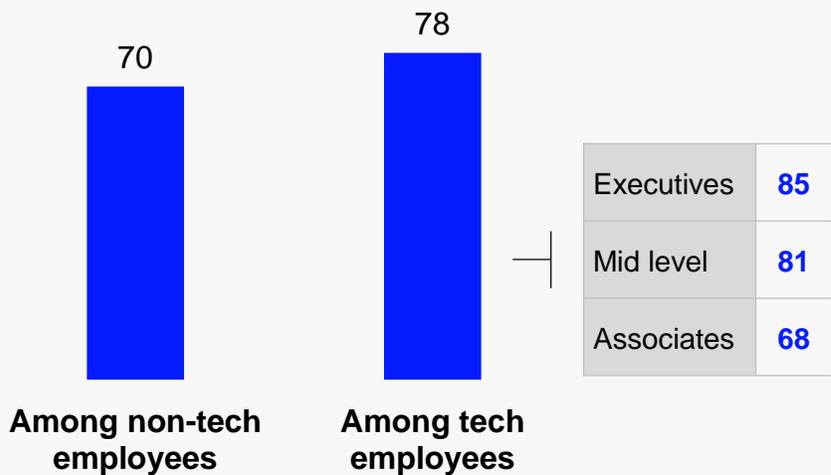


Tech Employees Trust Their Employer on Innovation, With High Expectations to Tackle Societal and Ethical Issues

Percent who say

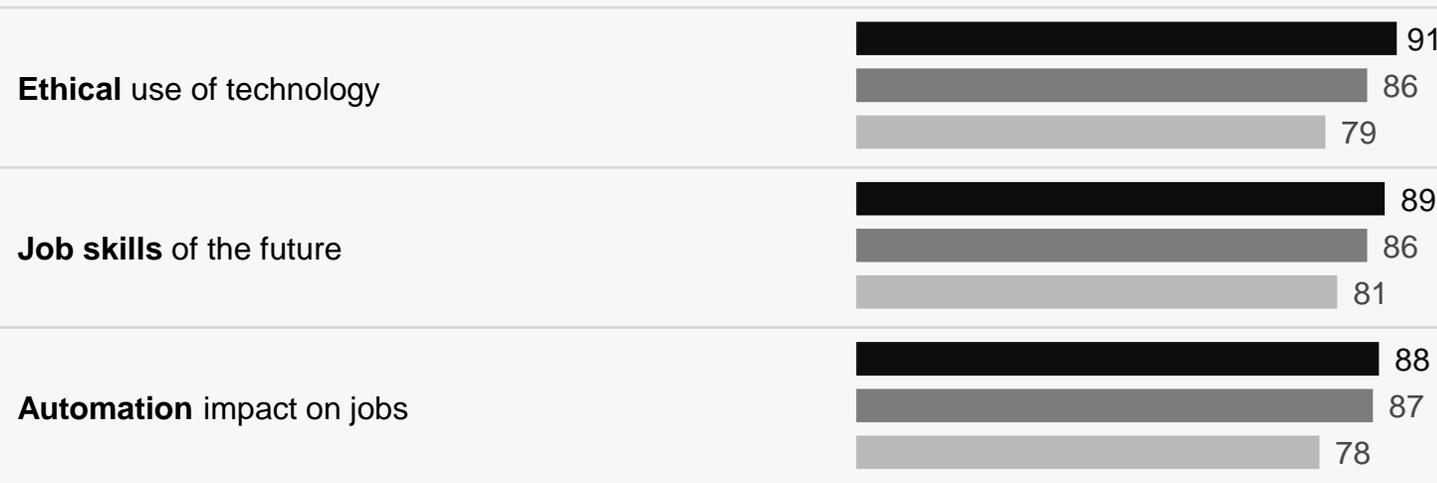
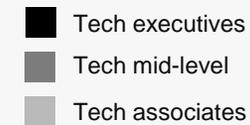


I trust my employer with the introduction of innovations into society



Among tech employees,

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



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 those who are an employee of an organization (Q43/1), in half the sample. CEO_ISS. How important is it to you that the CEO or head of the organization you work for speaks out publicly about each of the following issues? 9-point scale; top 4 box, important. Question asked of those who are an employee of an organization (Q43/1). General population, 28-mkt avg. among technology employees (Q43/1 AND Q420/13) and non-tech employees (Q43/1 AND NOT Q420/13), and by level within the organization (Q421). Executive = Executive Director to CEO; Mid-level = Associate Manager to Sr. Vice President; Associate = Entry level to Experienced (non-manager).



Restoring Trust in AI and Innovation

1

Trust in Tech Doesn't Equal Trust in Innovation: Transparency is Critical

While tech is the most trusted sector, mismanaged innovations are as likely to ignite backlash. To enable adoption, companies must proactively share information about the benefits of emerging tech like AI, its development, and testing and the safeguards taken against potential risks.

2

AI is Personal: Concerns Around Privacy Top Impact on Job Security

The mainstreaming of AI is creating new concerns about topics such as cybersecurity, phishing and deep fakes that can have a real impact on individual lives. To protect truth, businesses and governments need to collaborate and intensify their efforts.

3

Tech Employees Trust Their Employers and Expect Their CEOs to Speak Out

Tech employers enjoy immense trust from their employees. That trust comes alongside greater responsibility for CEOs communicating on issues and ethics.

4

Regulation Becomes Necessary for Innovation Acceptance

Demand for business-government partnership surges as confidence in effective AI regulation lags. Technology companies must remain proactive in pushing for regulation, to build adoption and trust in AI.

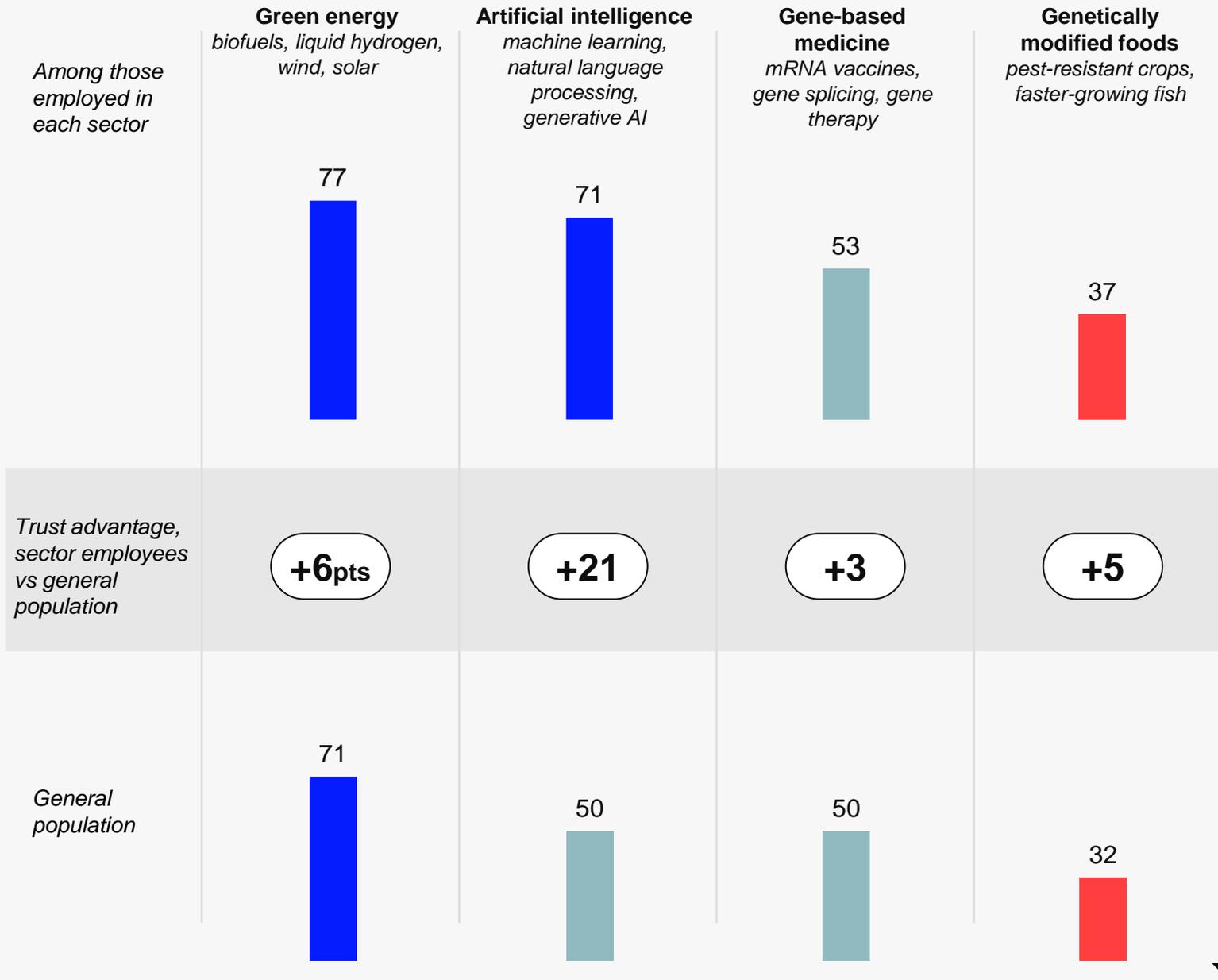


Appendix



Trust Advantage: Sector Employees More Trusting of Innovations

Percent trust in each innovation

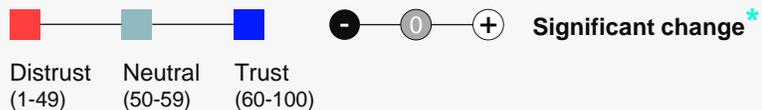


2024 Edelman Trust Barometer. TEC_TRU. How much do you trust each of these technologies? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg., and among those employed in each sector (Q43/1 and Q420/X).



5 Year Trend: Trust in AI Companies by Country

Percent trust in AI companies



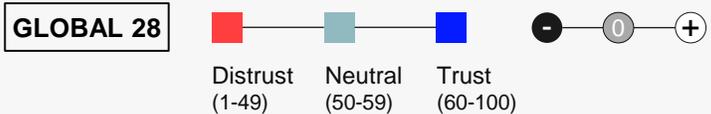
	Global 24	Argentina	Australia	Brazil	Canada	China	Colombia	France	Germany	India	Indonesia	Ireland	Italy	Japan	Malaysia	Mexico	Netherlands	Saudi Arabia	Singapore	S. Africa	S. Korea	Spain	UAE	UK	U.S.
2019	62	63	41	74	52	87	71	47	46	79	79	38	65	56	74	73	51	70	66	51	69	63	74	48	50
2020	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2021	57	66	42	65	39	82	61	38	42	80	76	39	55	49	72	77	39	75	62	49	63	49	67	32	45
2022	58	63	42	66	34	89	62	39	40	82	82	39	57	49	73	68	45	78	62	47	68	54	78	37	41
2023	54	56	34	58	36	88	60	34	36	77	76	37	51	49	73	69	41	72	59	51	61	46	71	29	43
2024	54	49	35	57	31	86	57	35	34	78	77	30	50	52	78	63	38	72	60	50	69	44	76	33	35
5-yr change	-8*	-14*	-6	-17*	-21*	-1	-14*	-12*	-12	-1	-2	-8	-15*	-4	4	-10	-13*	2	-6	-1	0	-19*	2	-15*	-15*

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, 24-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



The AI Trust Divide: Less Trust Among Women, Low Income, and Older Age Groups

Percent trust in AI technology



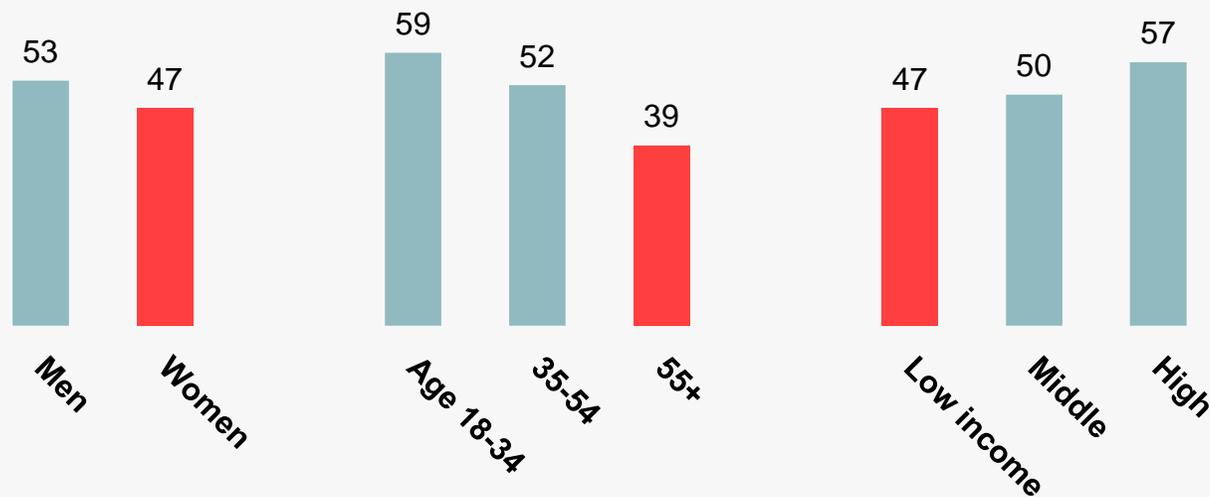
I trust artificial intelligence

machine learning, natural language processing, generative AI

50

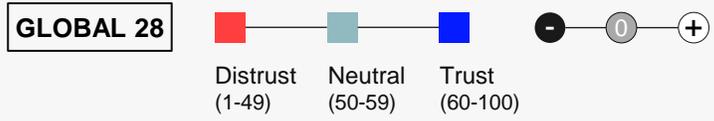
Age 18-34 20 pts more trusting than age 55+

Low income 10 pts less trusting than high



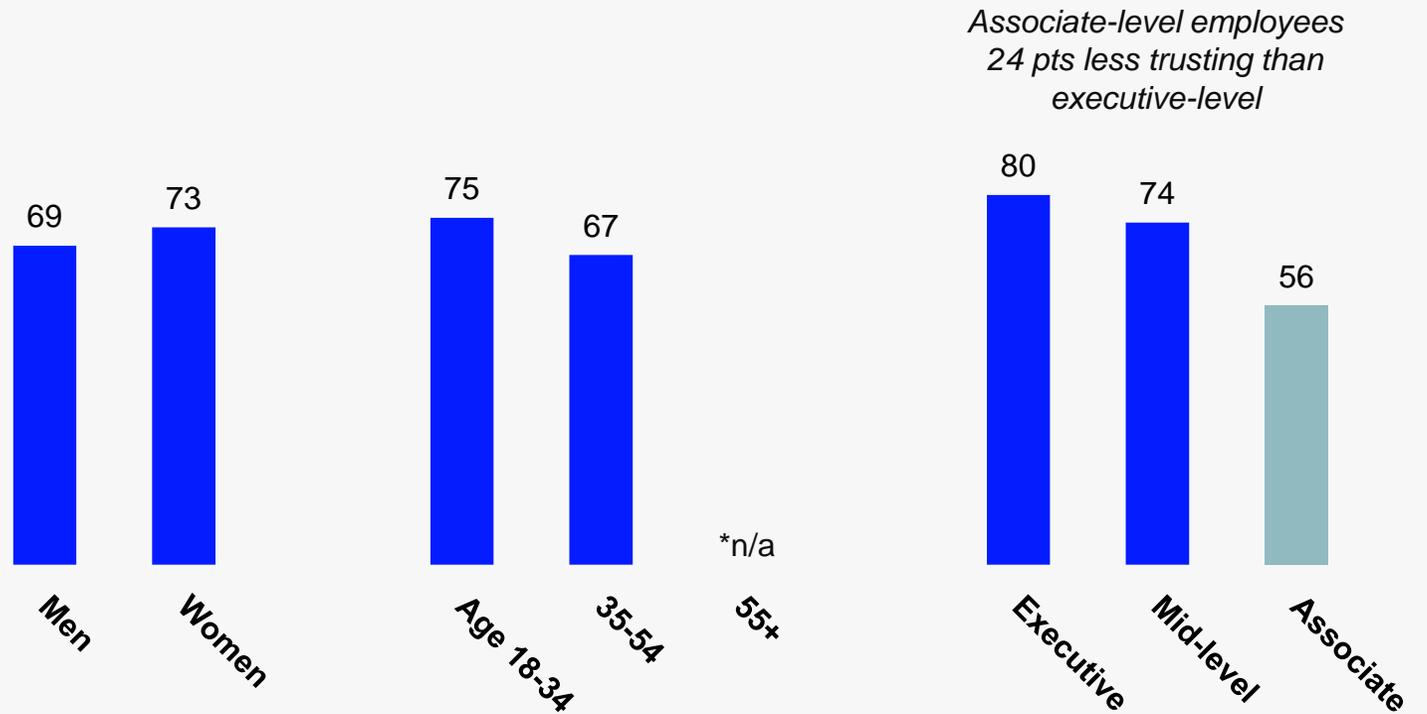
Most Tech Employees Trust AI

Percent trust in AI technology, among employees in the technology sector



I trust artificial intelligence

machine learning, natural language processing, generative AI



2024 Edelman Trust Barometer. 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., among technology employees (Q43/1 AND Q420/13), by gender, age and by level within the organization (Q421). Executive = Executive Director to CEO; Mid-level = Associate Manager to Sr. Vice President; Associate = Entry level to Experienced (non-manager). *Base size is too small to report data (less than n=100).



Overall Low Confidence that AI is Effectively Regulated

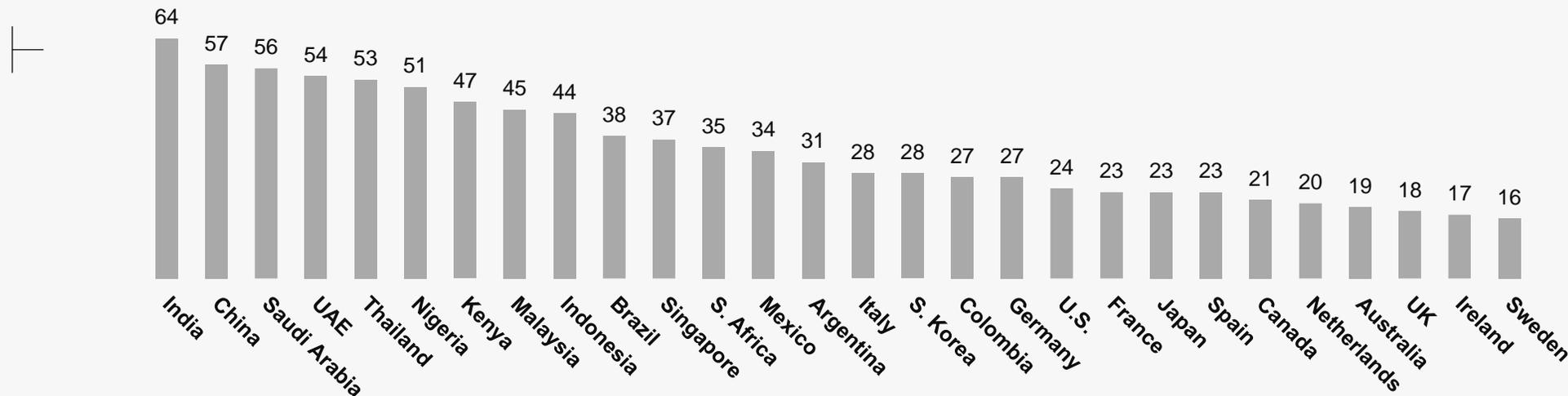
Percent who say

GLOBAL 28

I have high confidence that AI is **effectively regulated**

34%

Green energy	54
Gene-based medicine	35
GMO foods	21



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. Question asked of half the sample. General population, 28-mkt avg.



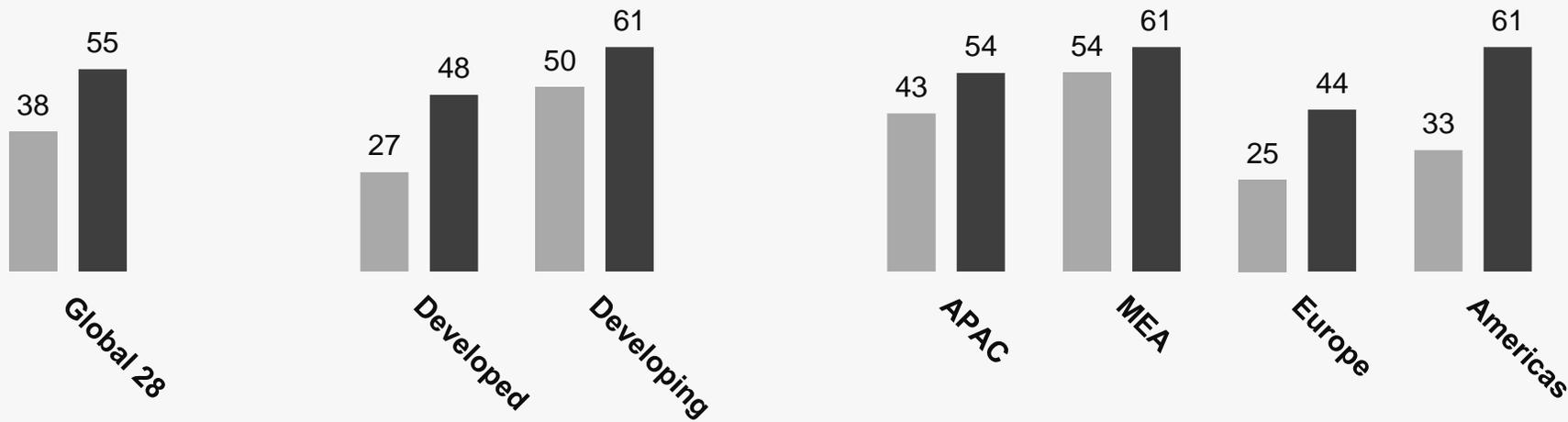
Tech Employees Have Greater Trust in AI Regulation, Yet Nearly Half Harbor Doubts

Percent who say

GLOBAL 28

I have high confidence that AI is **effectively regulated**

■ Non-tech employees ■ Tech employees



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. Question asked of half the sample. General population, 28-mkt avg, by developed, developing and region and among technology employees (Q43/1 AND Q420/13) and non-tech employees (Q43/1 AND NOT Q420/13)..



Only 1 in 3 Believe They Have Control Over How AI Affects Their Lives

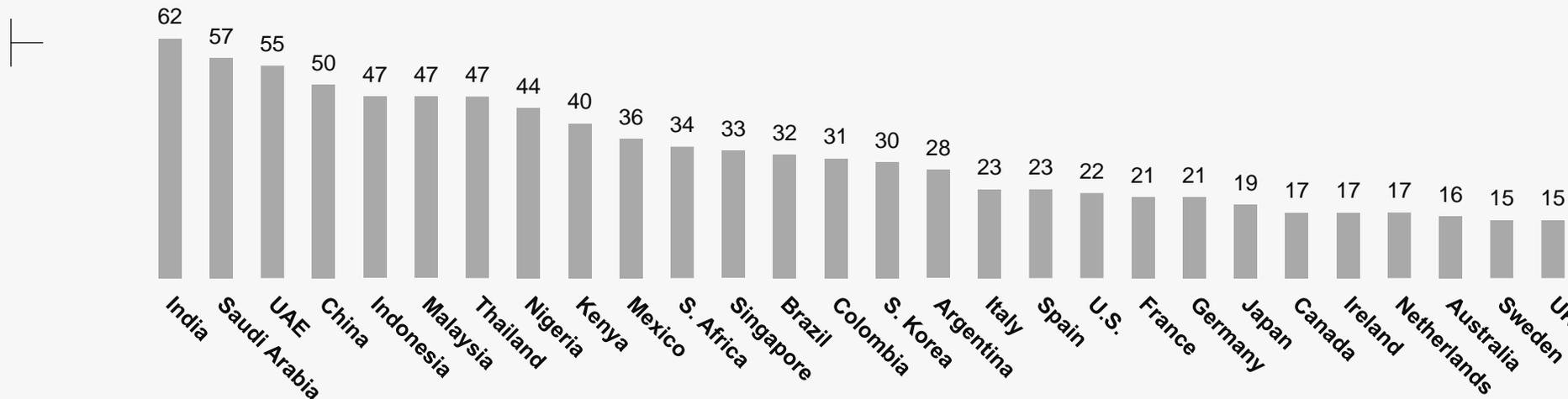
Percent who say

GLOBAL 28

“People like me” have a lot of control over how AI affects their lives

32%

Green energy	41
Gene-based medicine	29
GMO foods	21



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. Question asked of half the sample. General population, 28-mkt avg.



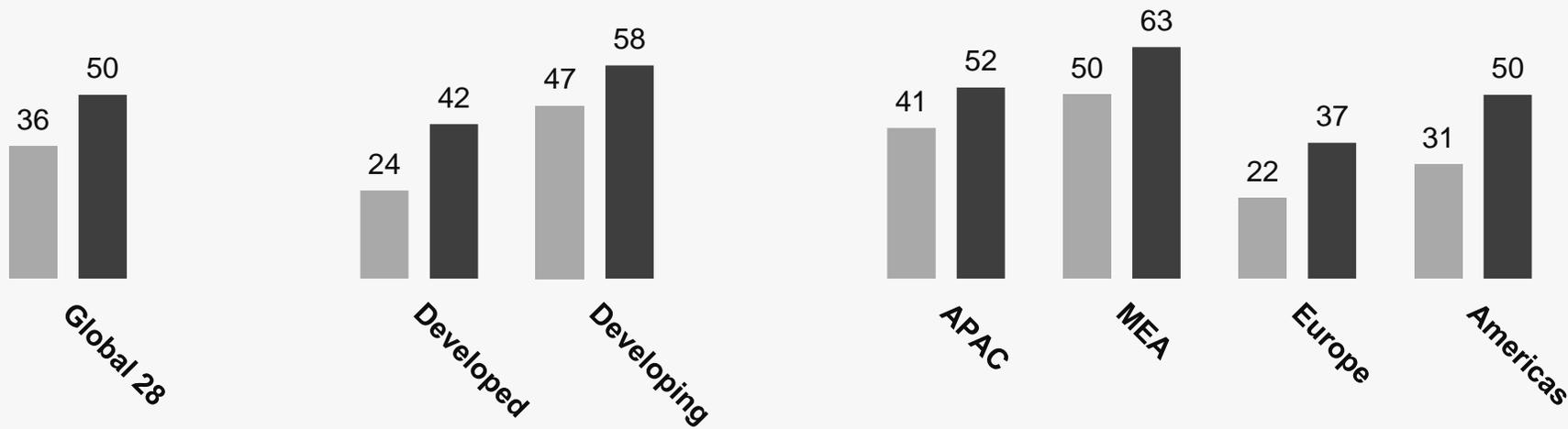
Tech Sector Employees Feel More in Control Over How AI Affects Their Lives

Percent who say

GLOBAL 28

“People like me” have a lot of control over how AI affects their lives

■ Non-tech employees ■ Tech employees



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. Question asked of half the sample. General population, 28-mkt avg. by developed, developing and region and among technology employees (Q43/1 AND Q420/13) and non-tech employees (Q43/1 AND NOT Q420/13)..



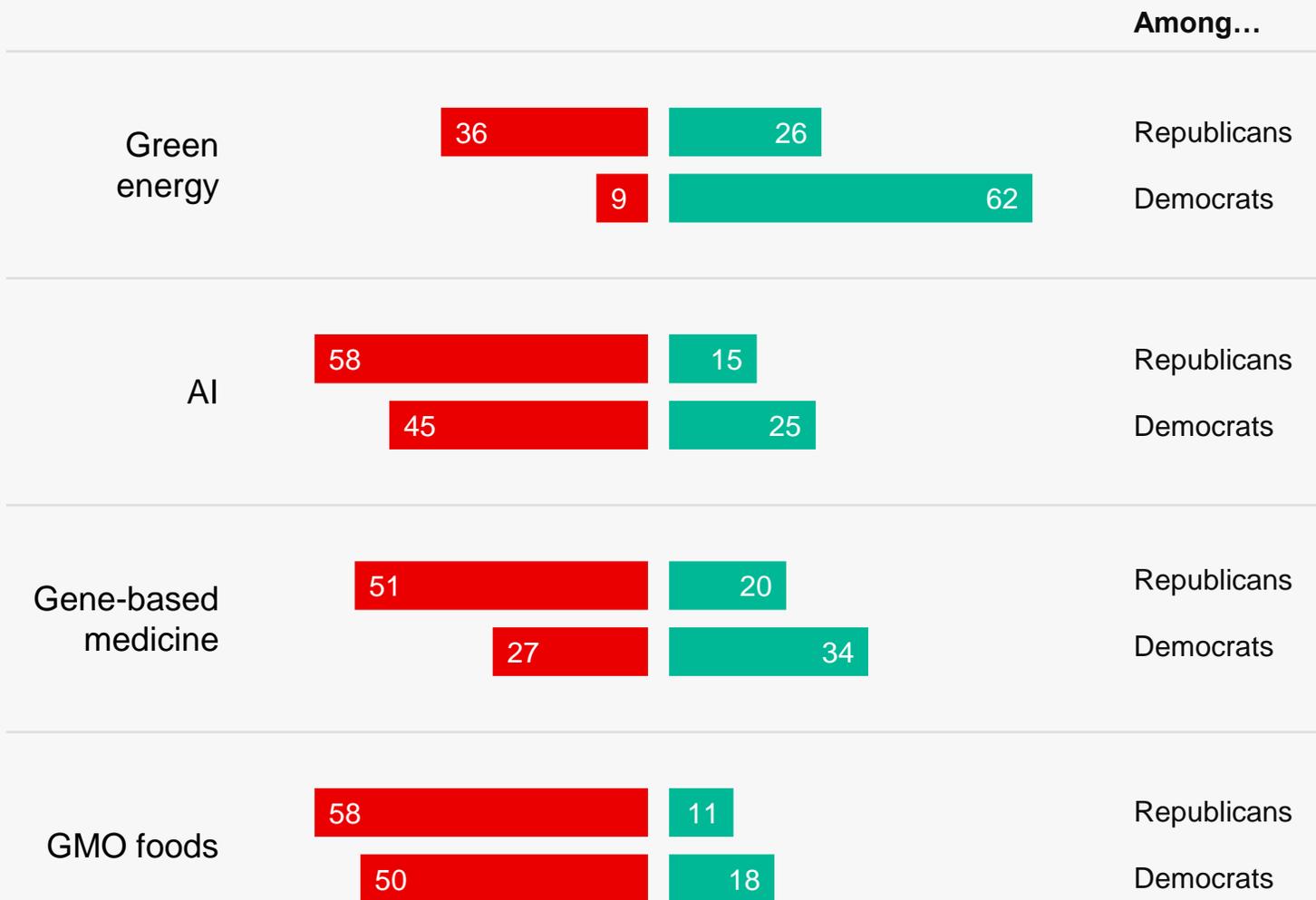
US Trust in Technology Sits On Party Lines



Among Republicans: More Rejection, Less Enthusiasm for Emerging Technologies

Percent who say, in the U.S.

I reject this innovation ← | → I embrace this innovation

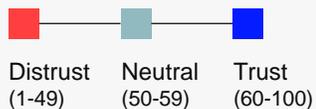


2024 Edelman Trust Barometer. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, U.S., by political affiliation.

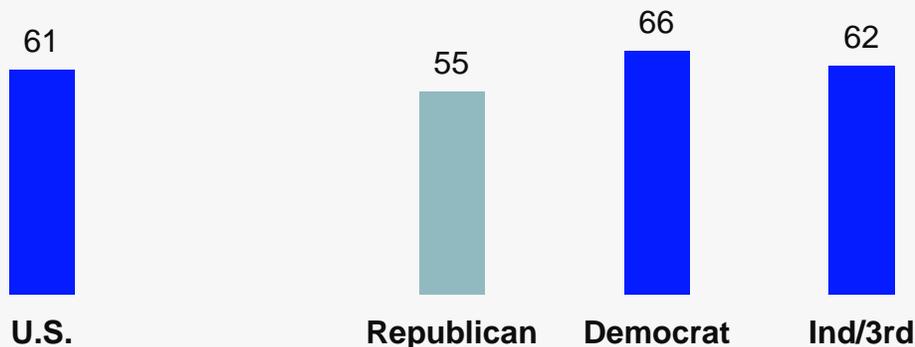


In the U.S., Republicans Least Trusting of Tech Companies and AI Technology

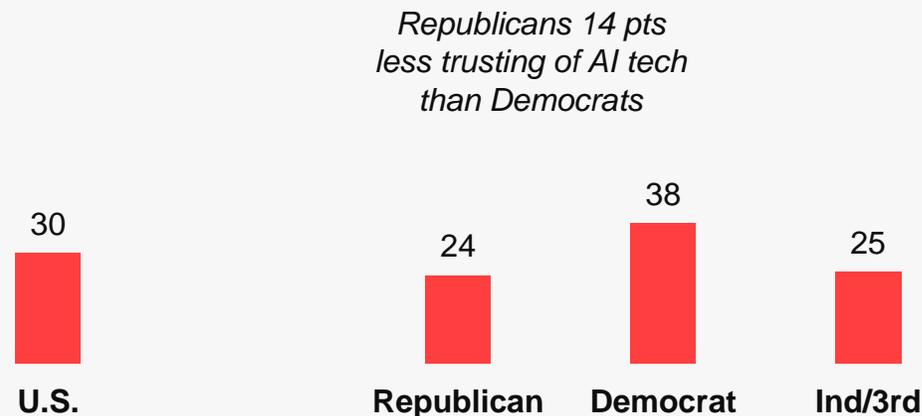
Percent trust, in the U.S.



I trust companies in the **tech sector**



I trust **AI technology**



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, U.S., and by political affiliation.



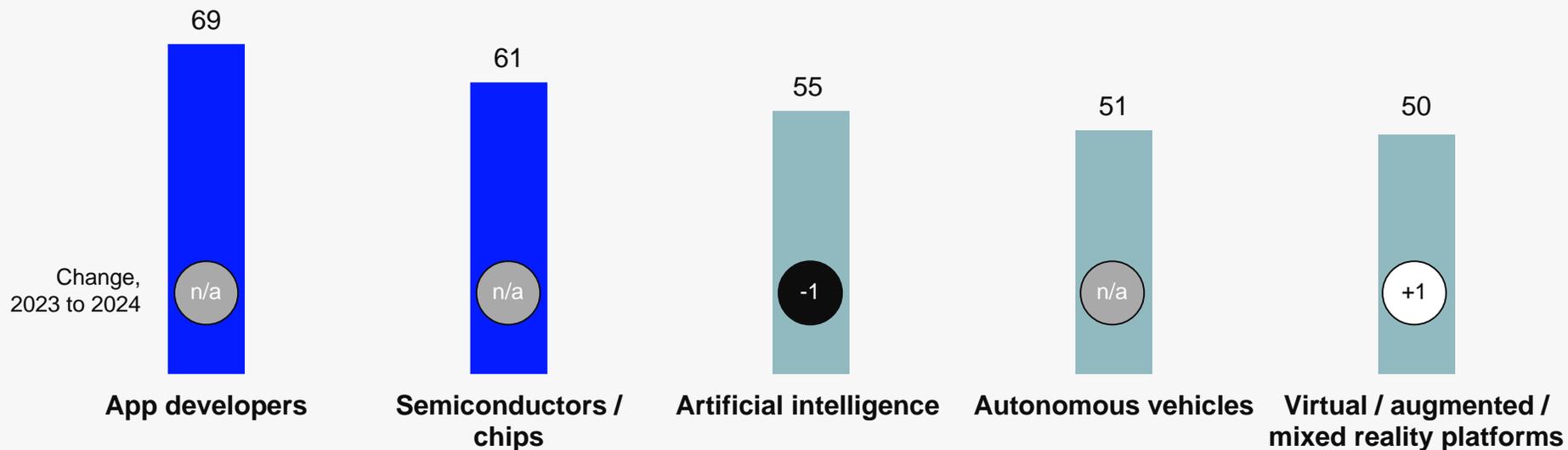
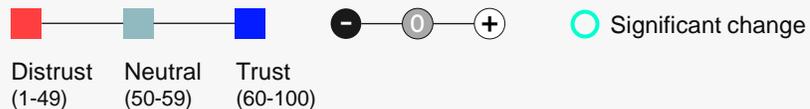
Trust Technology Sub-Sectors



Trust in Technology Subsectors: No Subsector Distrusted

Percent trust in companies within each technology subsector

GLOBAL 28

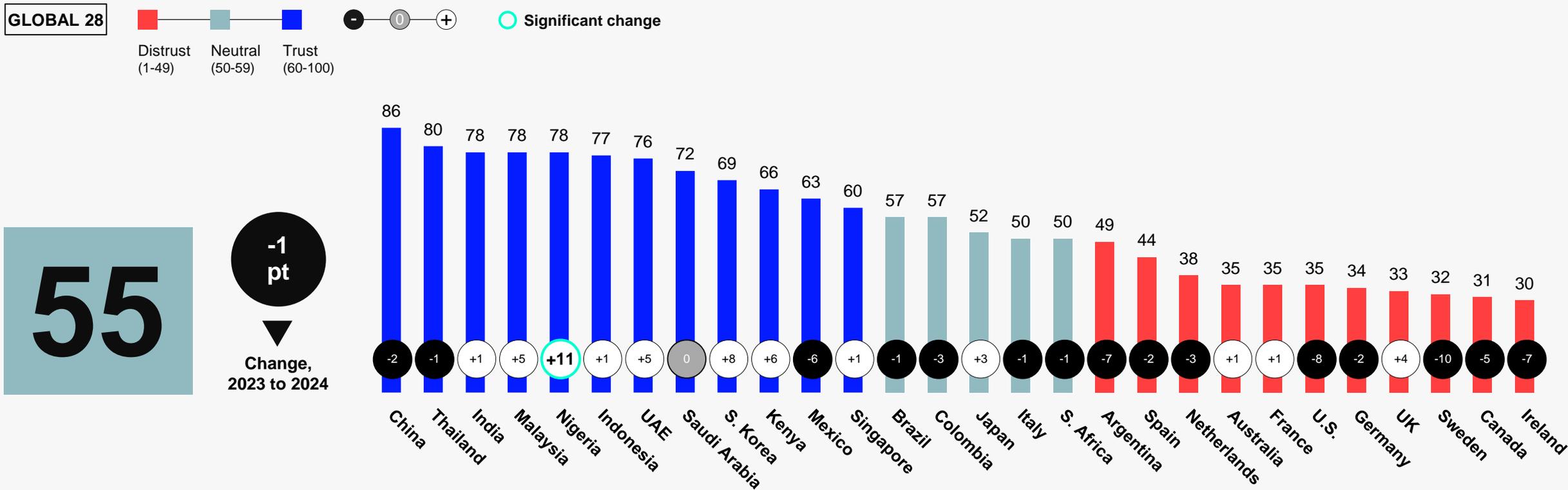


2024 Edelman Trust Barometer. TRU_SUB_TEC. Now thinking about specific sectors within the technology industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Technology Subsector: AI Companies Not Trusted in 16 of 28 Countries

Percent trust in companies within the AI subsector



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, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

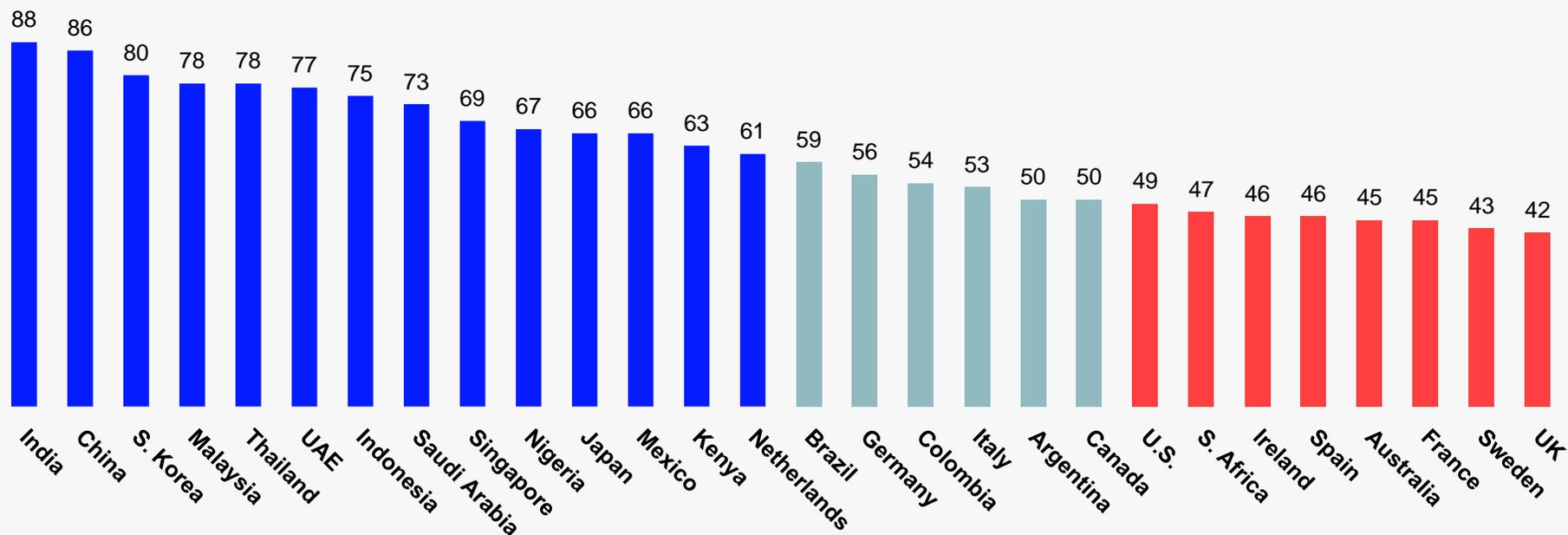


Technology Subsector: Semiconductor/Chip Companies Trusted in 14 of 28 Countries

Percent trust in companies within the semiconductor/chip subsector



61



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, 28-mkt avg.

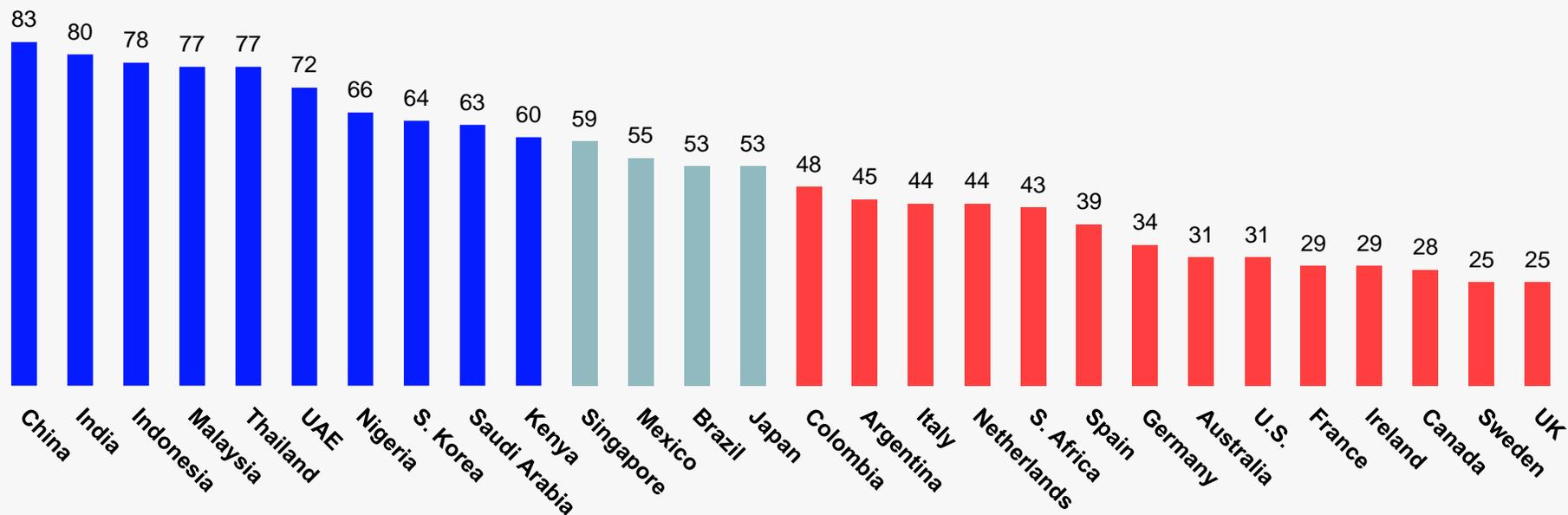


Technology Subsector: Autonomous Vehicle Companies Not Trusted in 18 of 28 Countries

Percent trust in companies within the autonomous/self-driving vehicle subsector



51

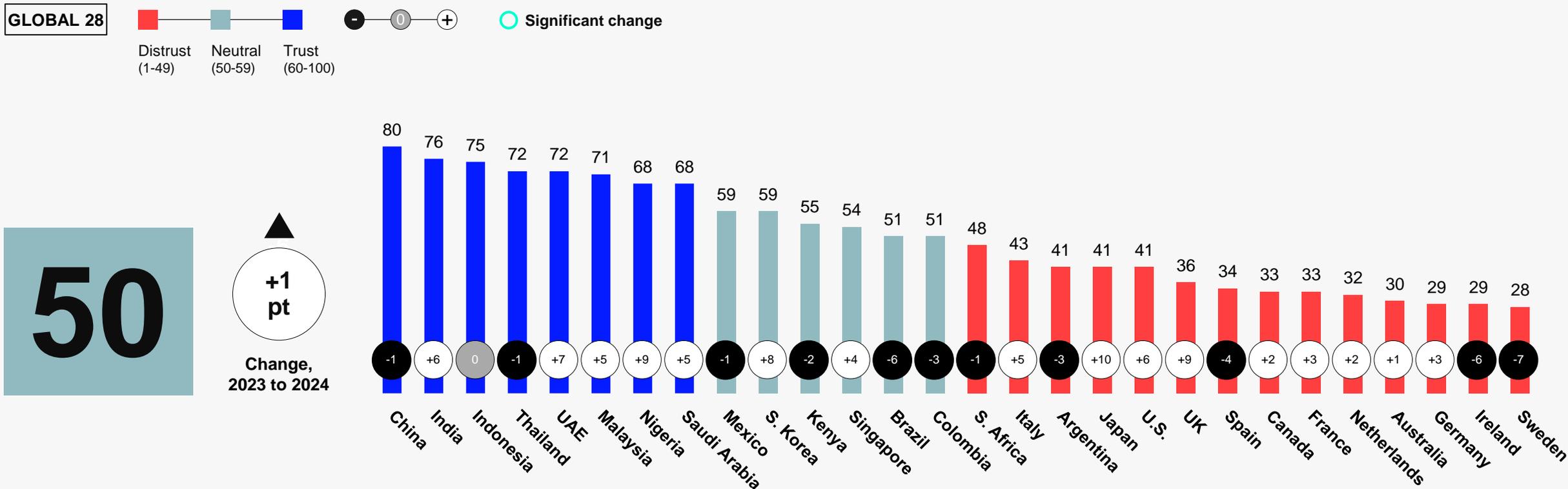


2024 Edelman Trust Barometer. TRU_SUB_TEC. Now thinking about specific sectors within the technology industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg.



Technology Subsector: Virtual/Augmented Reality Companies Not Trusted in 20 of 28 Countries

Percent trust in companies within the virtual/augmented/mixed reality subsector

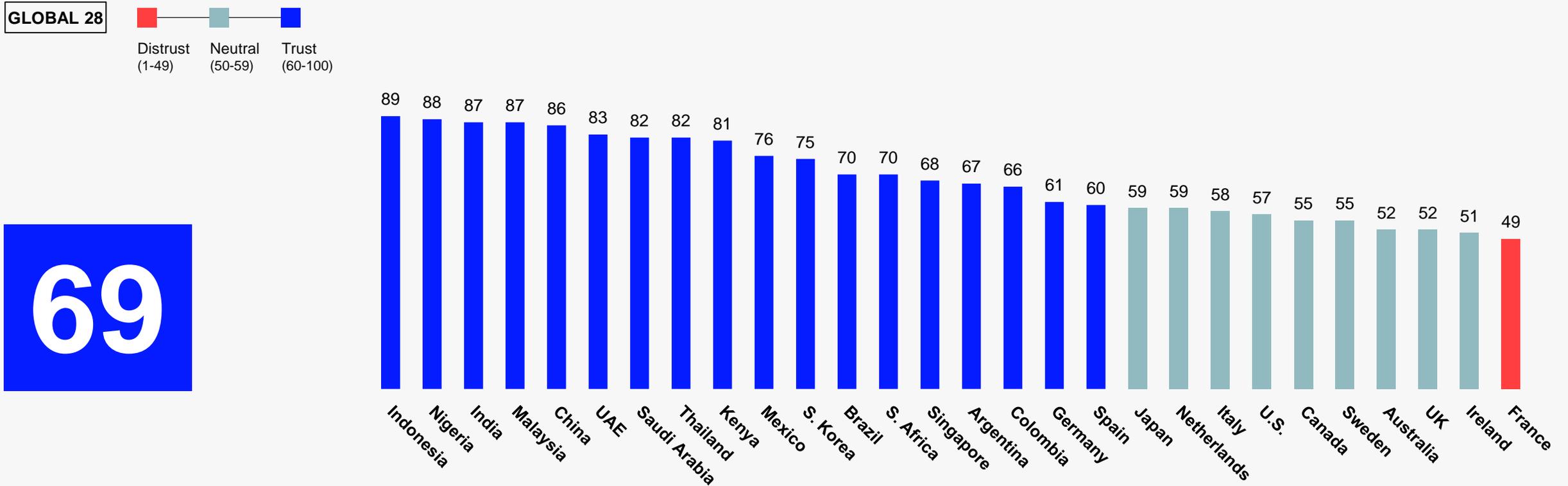


2024 Edelman Trust Barometer. TRU_SUB_TEC. Now thinking about specific sectors within the technology industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Technology Subsector: App Developer Companies Trusted in 18 of 28 Countries

Percent trust in companies within the mobile or smartphone application development subsector



69

