



2024 Edelman Trust Barometer Australia

Top 10

01 Acceptance of innovation at stake

Acceptance and adoption of innovation is being threatened by distrust, with Australians nearly three times as likely to believe innovation is poorly managed vs well managed – a finding x across income, gender and age.

Of those Australians who feel it is being mismanaged, 65% say technology is changing too quickly and in ways that are not good for people like them and 86% say the system is biased in favour of the rich.

02 A nation of sceptics

Australia remains a comparatively sceptical market in terms of the Trust Index (the avg. trust in the four major institutions) especially compared to our APAC neighbours. No single institution has succeeded in reaching trusted territory for another consecutive year.

03 Battle for truth continues

59% of Australian worry government, business leaders, journalists & reporters are purposely trying to mislead people.

04 Societal fears on par with economic

Key areas of concern (alongside economic) included an 8-point increase in worries regarding “hackers”, plus nearly 2 in 3 worried about climate change and an information war and 70% worried about inflation.

05 AI at a crossroads

Currently, 53% of Australians reject AI. Globally, when people see innovation as well-managed, they are 12 points more likely to embrace AI than when it is poorly managed. They are 17 points more likely to reject AI when innovation is poorly-managed vs well. Australia trails the rest of APAC for trust in AI.

06 Peers on par with scientists

In Australia, 73 percent say they trust someone like me to tell the truth about innovations, and 71 percent trust scientists. CEOs and Journalists are distrusted in Australia.

07 Australians want scientists, experts to lead on implementation of innovation

Technical experts (69%) and scientists (67%) should have a big role in managing the introduction of innovation in Australia.

08 We want help to find information we trust

51% of Australian respondents get most of their information about new technologies from national media, followed by 43% via online searches and 40% from friends and family.

09 Australians want a voice & greater control

Australians are more likely to trust institutions to be good managers of change if they are being transparent about the benefits and risks of innovation – hearing concerns and letting the people ask questions.

10 Demand for public-private partnership grows

Over the past decade, there has been a global 15-point increase in the percentage of respondents who say they would trust business more with innovation if it partnered with government – rising from 45 percent in 2015 to 60 percent this year. Australia appears on board with this, reporting a 19-point surge in demand.



To learn more about the Edelman Trust Barometer, visit www.edelman.com/trust/2024/trust-barometer #TrustBarometer
All data is based on general population sample unless otherwise noted.





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