2024 Edelman Trust Barometer

Informe España

Edelman
Trust Institute

2024 Edelman Trust Barometer

Metodología

Encuesta online anual 2024

Estudio realizado del 3 de noviembre al 22 de noviembre de 2023

28

Países

32.000+

Encuestados

1.150+/-

Encuestados por país

Argentina	Colombia	Irlanda	México	África del Sur	Emiratos Árabes
Australia	Francia	Italia	Países Bajos	Corea del Sur	Reino Unido
Brasil	Alemania	Japón	Nigeria	**España** 🇪🇸	Estados Unidos
Canadá	India	Kenia	Arabia Saudí	Suecia	
China	Indonesia	Malasia	Singapur	Tailandia	

Los datos recopilados son representativos de la población general en cuanto a edad, género, región y etnia/nacionalidad (cuando corresponda) dentro de cada país

Promedios globales

A menos que se indique lo contrario, la media global se calcula sobre la base de los 28 países.

Relevancia estadística

— ⚪ + ⚪ **Cambio significativo**

Indica una diferencia o cambio estadísticamente significativo en los datos que es poco probable que se deba al azar o a una fluctuación aleatoria. Todos los cambios significativos interanuales fueron determinados utilizando una prueba T con un nivel de confianza del 99% o superior

Edición de preguntas

En el presente informe, el texto de las preguntas ha sido editado para mejorar su legibilidad
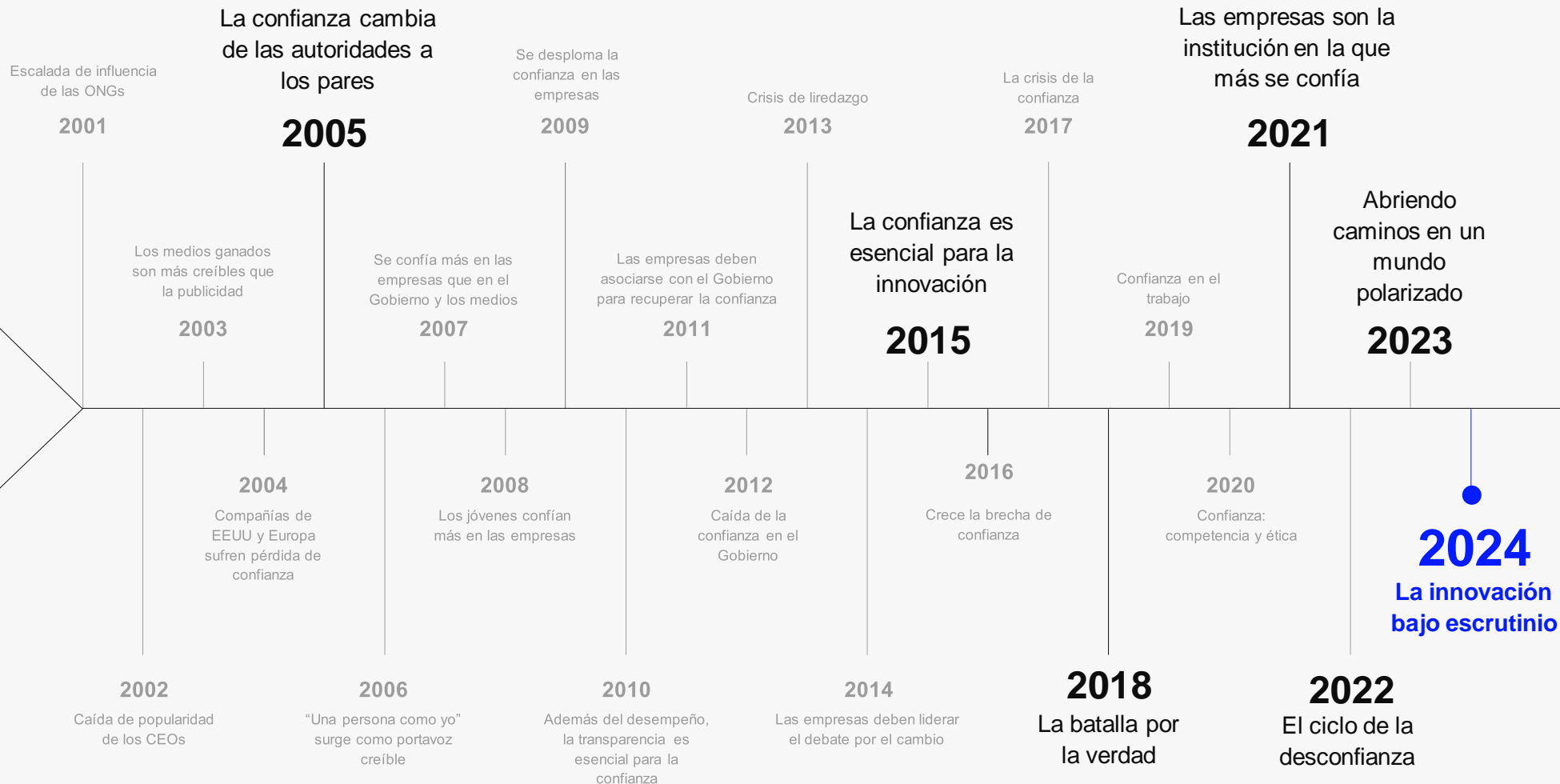
Para más detalles sobre la media global y la metodología especifica empleada, por favor, consulte el Apéndice Técnico

24

años del Trust
Los cambios de poder
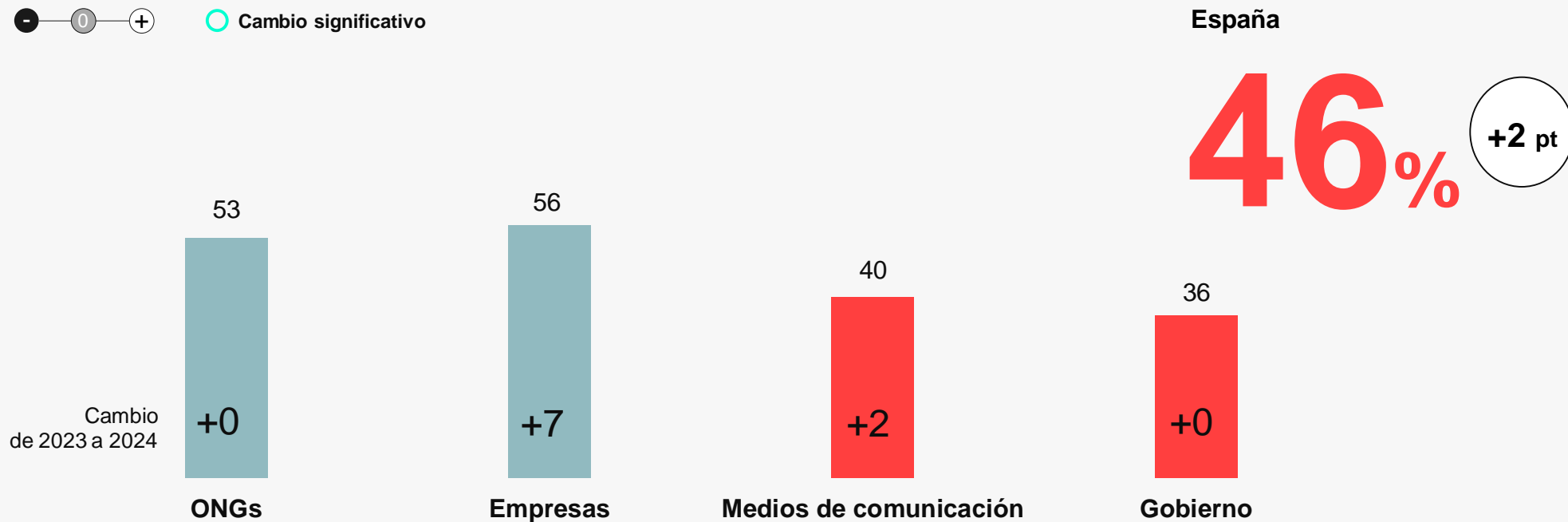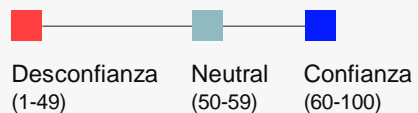se intensifican y las
divisiones se
profundizan

Escalada de influencia
de las ONGs

2001

La confianza cambia
de las autoridades a
los pares

2005

Se desploma la
confianza en las
empresas

2009

Crisis de liredazgo

2013

La crisis de la
confianza

2017

Las empresas son la
institución en la que
más se confía

2021

Los medios ganados
son más creíbles que
la publicidad

2003

Se confía más en las
empresas que en el
Gobierno y los medios

2007

Las empresas deben
asociarse con el Gobierno
para recuperar la confianza

2011

La confianza es
esencial para la
innovación

2015

Confianza en el
trabajo

2019

Abriendo
caminos en un
mundo
polarizado

2023

2004

Compañías de
EEUU y Europa
sufren pérdida de
confianza

2008

Los jóvenes confían
más en las empresas

2012

Caída de la
confianza en el
Gobierno

2016

Crece la brecha de
confianza

2020

Confianza:
competencia y ética

2024

**La innovación
bajo escrutinio**

2002

Caída de popularidad
de los CEOs

2006

"Una persona como yo"
surge como portavoz
creíble

2010

Además del desempeño,
la transparencia es
esencial para la
confianza

2014

Las empresas deben liderar
el debate por el cambio

2018

La batalla por
la verdad

2022

El ciclo de la
desconfianza

El estado de la confianza en España

2024. En España, las empresas son la institución en la que más se confía

Porcentaje de confianza

Desconfianza (1-49) — Neutral (50-59) — Confianza (60-100)

– 0 +

○ Cambio significativo

España

46%

+2 pt

53

56

40

36

Cambio de 2023 a 2024

+0

ONGs

+7

Empresas

+2

Medios de comunicación

+0

Gobierno

En España el desequilibrio entre instituciones es patente: las empresas, únicas en ser percibidas tanto competentes como éticas
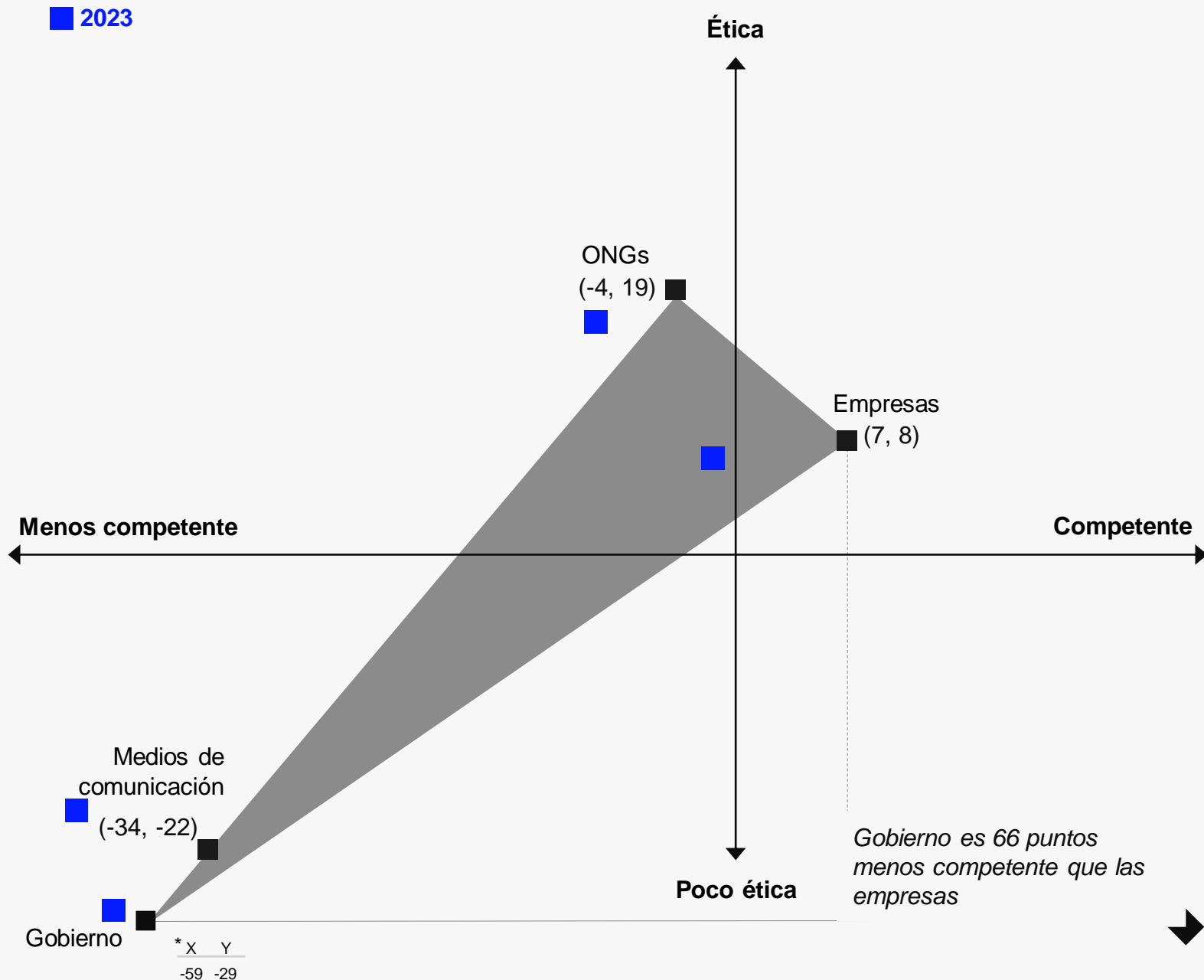
(puntuación competencia, puntuación ética neta)

■ 2023

Ética

ONGs
(-4, 19) ■

Empresas
(7, 8)
■

Menos competente

Competente

Medios de
comunicación
(-34, -22)
■

Poco ética

*Gobierno es 66 puntos
menos competente que las
empresas*

Gobierno
■

*	X	Y
	-59	-29

Índice 2023-2024: Europa en desconfianza

Índice de confianza

(media porcentual de confianza en ONGs, empresas, Gobierno y medios de comunicación)

| ■ Desconfianza (1-49) | ■ Neutral (50-59) | ■ Confianza (60-100) |

– ⊖ ⓪ ⊕ +

○ **Cambio significativo**

2023 Población general

55	Global 28
83	China
75	Indonesia
74	Emiratos Árabes
73	India
71	Arabia Saudí
66	Singapur
66	Tailandia
63	Kenia
62	Malasia
61	México
56	Nigeria
54	Países Bajos
53	Brasil
52	Canadá
51	Colombia
50	Italia
49	Suecia
48	Australia
48	Irlanda
48	Estados Unidos
47	Francia
47	Sudáfrica
46	Alemania
44	**España** 🇪🇸
43	Reino Unido
42	Argentina
38	Japón
36	Corea del Sur

2024 Población general

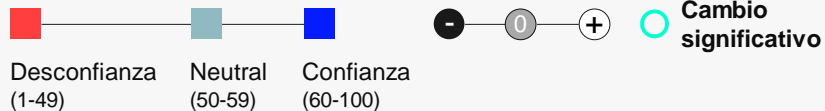|	
56	Global 28
79	China
76	India
74	Emiratos Árabes
73	Indonesia
72	Arabia Saudí
70	Tailandia
68	Malasia
67	Singapur
64	Kenia
61	Nigeria
59	México
56	Países Bajos
53	Brasil
53	Canadá
52	Australia
50	Italia
49	Sudáfrica
49	Suecia
47	Colombia
47	Francia
47	Irlanda
46	**España** 🇪🇸
46	Estados Unidos
45	Alemania
43	Corea del Sur
39	Argentina
39	Japón
39	Reino Unido

Reino Unido se encuentra entre los países que menos se confía

➤

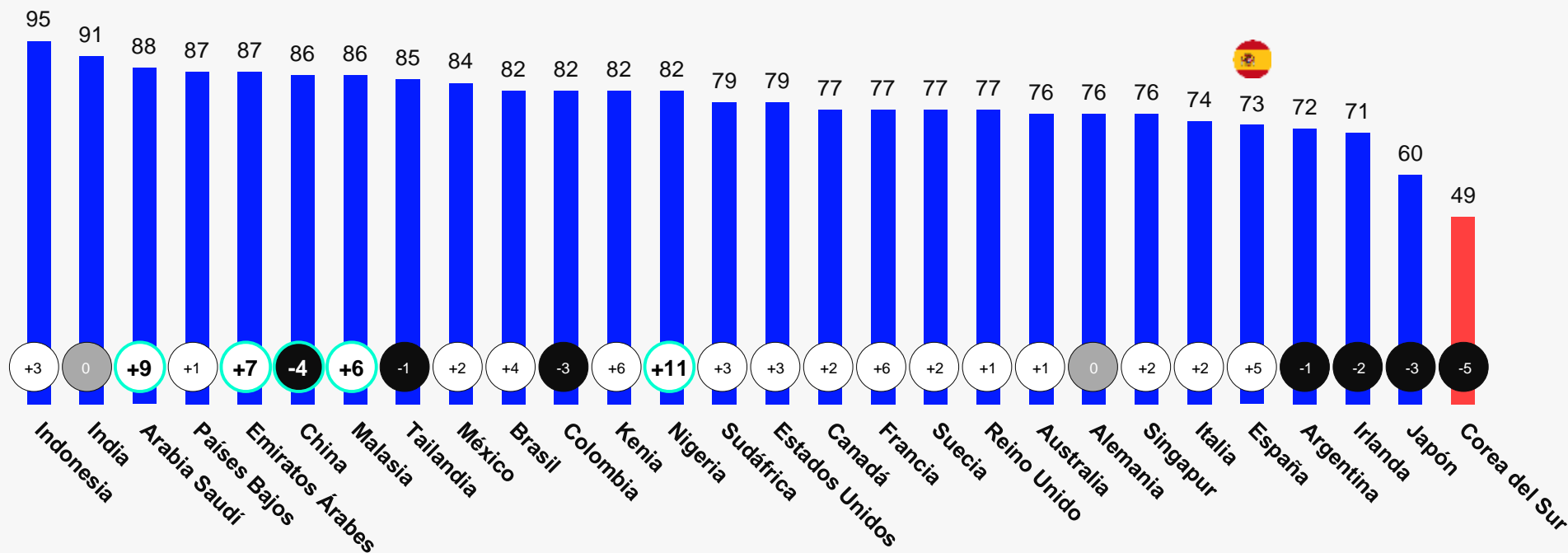# A nivel global, 'mi empleador' es la figura en la que más se confía

Porcentaje de confianza

GLOBAL 28

Desconfianza (1-49) · Neutral (50-59) · Confianza (60-100)

– 0 + · Cambio significativo

79
MI EMPLEADOR

+2 pts

Cambio de 2023 a 2024

Empresas	63
ONGs	59
Gobierno	51
Medios de comunicación	50

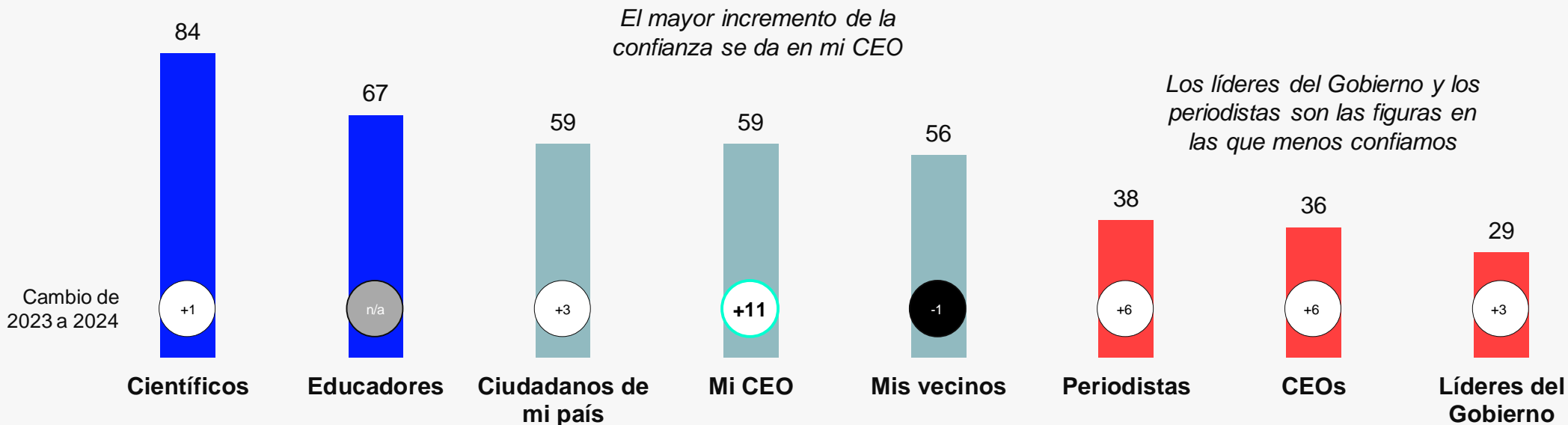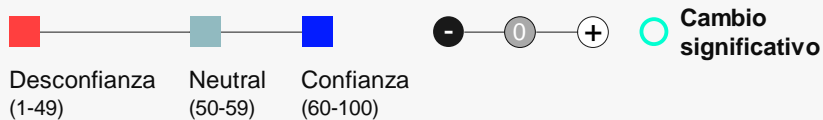| País	Valor	Cambio
Indonesia	95	+3
India	91	0
Arabia Saudí	88	+9
Países Bajos	87	+1
Emiratos Árabes	87	+7
China	86	-4
Malasia	86	+6
Tailandia	85	-1
México	84	+2
Brasil	82	+4
Colombia	82	-3
Kenia	82	+6
Nigeria	82	+11
Sudáfrica	79	+3
Estados Unidos	79	+3
Canadá	77	+2
Francia	77	+6
Suecia	77	+2
Reino Unido	77	+1
Australia	76	+1
Alemania	76	0
Singapur	76	+2
Italia	74	+2
España	73	+5
Argentina	72	-1
Irlanda	71	-2
Japón	60	-3
Corea del Sur	49	-5

Con aumentos importantes en muchos de los sectores

Porcentaje de los que confían que haga lo correcto en cada sector

Desconfianza (1-49) · Neutral (50-59) · Confianza (60-100) · Cambio significativo

Sector	Valor	Cambio de 2023 a 2024
Salud	74	-3
Educación	72	+5
Tecnología	69	-3
Hospitality	68	+1
Entretenimiento	66	+1
Alimentación y bebidas	66	-1
Sector industrial	60	-2
Comercio	60	-5
Automóvil	59	+3
Aerolíneas	57	+1
Telecomunicación	57	+2
Gran consumo	56	-1
Moda	54	+5
Servicios profesionales	53	-4
Energía	51	+11
Banca	41	+7
Redes sociales	35	-10

En España, aumenta la confianza en prácticamente todos los actores

Porcentaje de confianza en que harán lo correcto

Desconfianza (1-49) — Neutral (50-59) — Confianza (60-100)

– 0 + ○ **Cambio significativo**

El mayor incremento de la confianza se da en mi CEO

Los líderes del Gobierno y los periodistas son las figuras en las que menos confiamos

	Científicos	Educadores	Ciudadanos de mi país	Mi CEO	Mis vecinos	Periodistas	CEOs	Líderes del Gobierno
Valor	84	67	59	59	56	38	36	29
Cambio de 2023 a 2024	+1	n/a	+3	**+11**	-1	+6	+6	+3

Persiste el temor a la desinformación. Se desconfía de la palabra de los líderes.

Porcentaje que le preocupa

○ **Cambio significativo**

Existe la impresión de que estos líderes están **manipulando la verdad** al hacer afirmaciones que saben que son falsas o exageradas

61

61%

Miedo a la desinformación

-2 pts
Cambio de 2023 a 2024

81%

Líderes del Gobierno

-6 pts
Cambio de 2023 a 2024

73%

Líderes de empresas

-1 pts
Cambio de 2023 a 2024

79%

Periodistas

Innovación y confianza

Consenso global:
La gestión de la innovación es deficiente

Media del porcentaje que afirma

Cuando pienso en innovación

- *¿Confío en que las **empresas** y las **ONGs** introduzcan la innovación en la sociedad?*

- *¿Puede el Gobierno regular las nuevas tecnologías?*

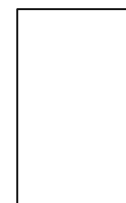- *¿Es la ciencia independiente de la **política** y del **poder**?*

Cerca del doble afirman que la innovación está mal gestionada

43

22

35

***No**,*
innovación está
mal gestionada

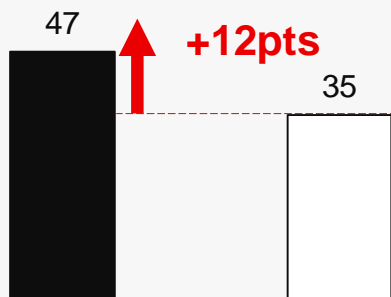***Sí**,*
innovación está
bien gestionada

Ninguna

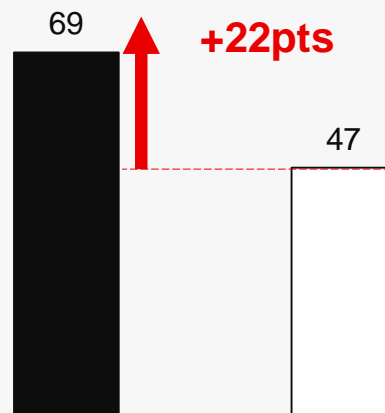# La falta de confianza en la gestión perjudica la percepción del avance

Porcentaje que afirma

La tecnología está evolucionando de una forma tan rápida que pienso que no es algo positivo para personas como yo
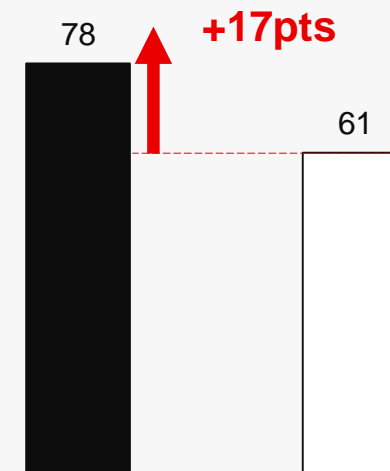
La sociedad está evolucionando tan rápido que está perjudicando a personas como yo

Creo que el sistema favorece a los más ricos

47 **+12pts** 35

69 **+22pts** 47

78 **+17pts** 61

Cuando la innovación está

Mal gestionada	Bien gestionada
Mal gestionada	Bien gestionada
Mal gestionada	Bien gestionada

El Gobierno tiene una gran influencia sobre la ciencia

Porcentaje que afirma

La ciencia está muy politizada en nuestro país

El Gobierno y las organizaciones de investigación tienen **demasiada influencia** en cómo la comunidad científica actúa

51%

Dato global: 53%
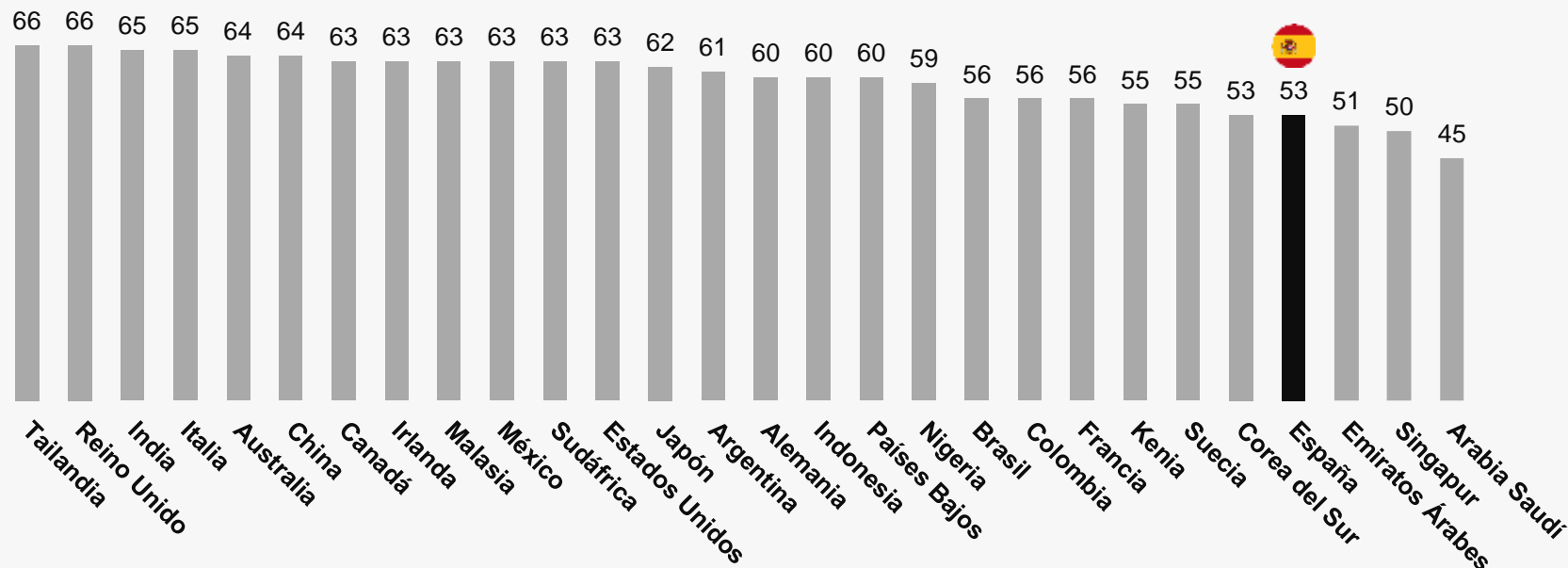
61%

Dato global: 59%

En España, 5 de cada 10 piensa que el Gobierno no es competente para regular la innovación

Porcentaje que asegura

Los reguladores gubernamentales **no tienen la comprensión adecuada de las tecnologías emergentes** para regularlas de forma efectiva
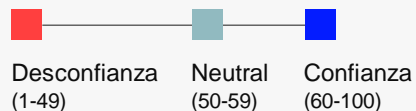
53%

Una amplia mayoría (26 de 28 países) afirman que sus Gobiernos no regulan la innovación de forma apropiada

País	Valor
Tailandia	66
Reino Unido	66
India	65
Italia	65
Australia	64
China	64
Canadá	63
Irlanda	63
Malasia	63
México	63
Sudáfrica	63
Estados Unidos	63
Japón	62
Argentina	61
Alemania	60
Indonesia	60
Países Bajos	60
Nigeria	59
Brasil	56
Colombia	56
Francia	56
Kenia	55
Suecia	55
Corea del Sur	53
España	53
Emiratos Árabes	51
Singapur	50
Arabia Saudí	45

Se confía en que las empresas integren la innovación en la sociedad

Porcentaje que confía

Desconfianza   Neutral   Confianza
(1-49)   (50-59)   (60-100)

Confío en que cada uno de ellos asegure que la integración de la innovación en la sociedad sea,

- *Segura*
- *Fácil de entender*
- *Útil*
- *Accesible*

	Empresas	ONGs	Medios de comunicación	Gobierno
	55	48	38	37
Ingresos bajos	45	45	38	33
Ingresos altos	62	55	40	43

Desconfían más aquellos con ingresos bajos
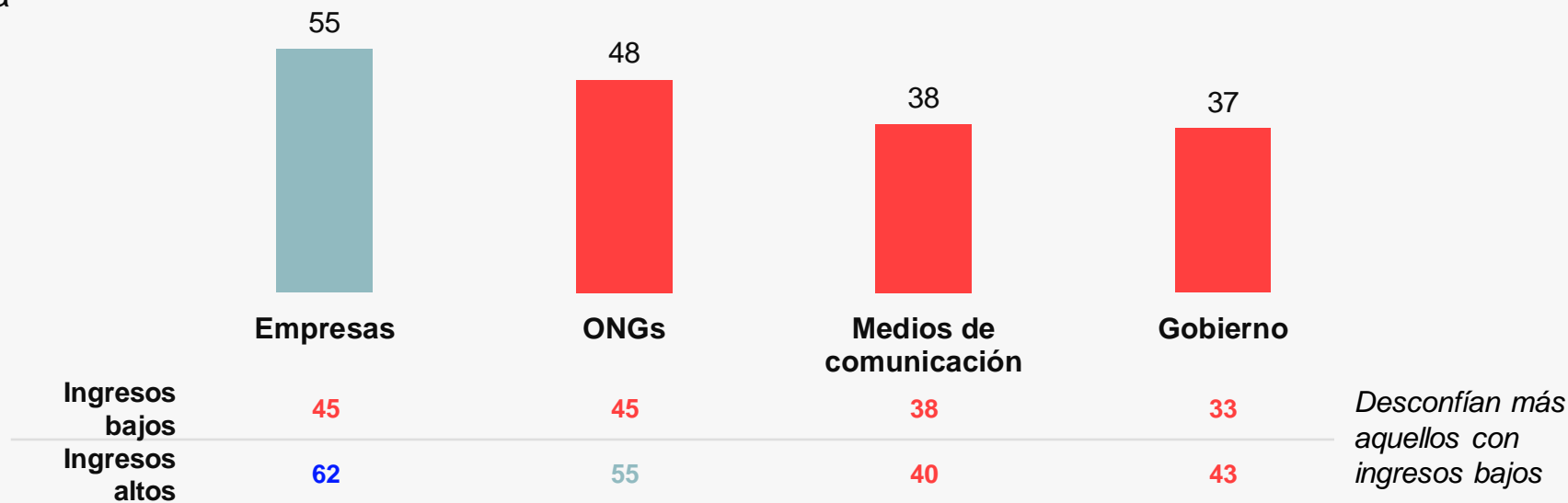
Se le exige al CEO que resuelva los impactos de la innovación en la sociedad
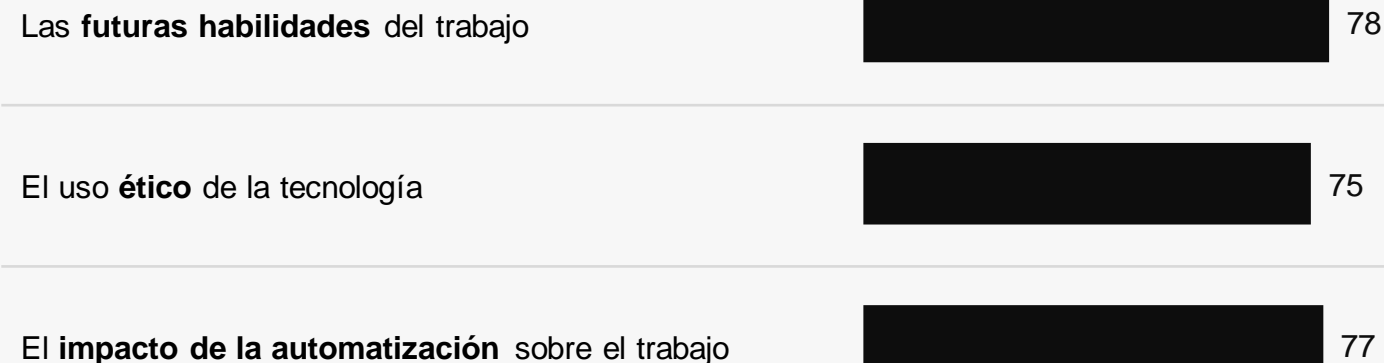
Porcentaje que afirma

Tengo altas expectativas en que los CEO **gestionen y controlen los cambios que se están desarrollando en la sociedad** y no únicamente los relacionados con sus negocios
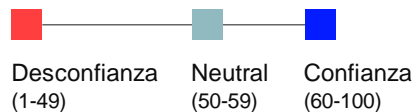
63%

Los empleados dicen

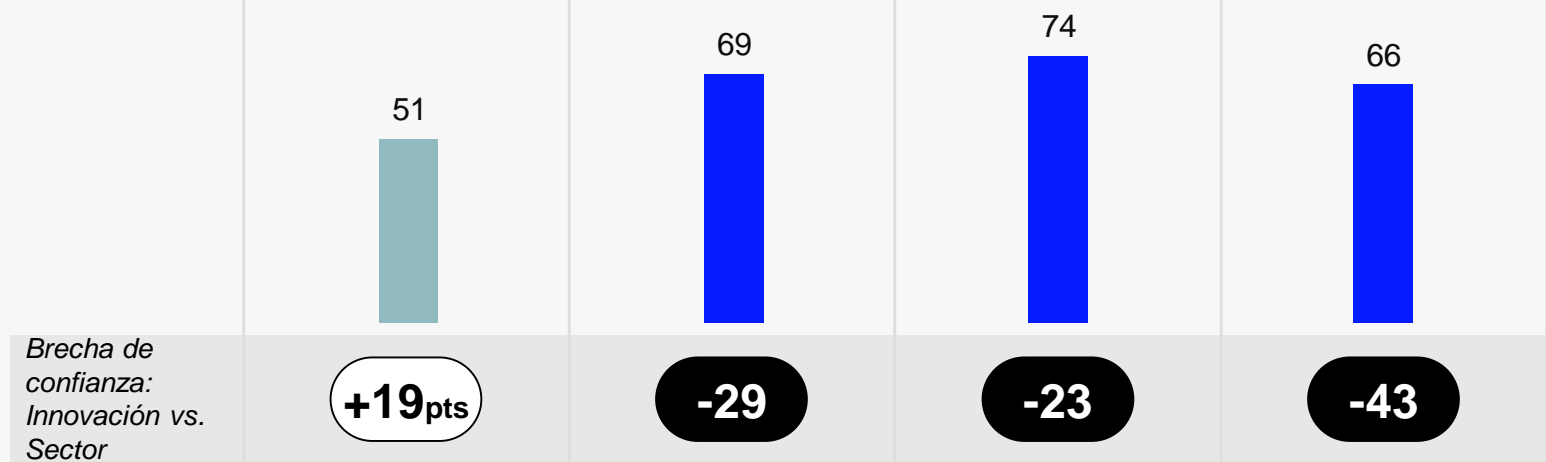Le exijo a mi CEO que **hable públicamente** sobre:

Las **futuras habilidades** del trabajo	78
El uso **ético** de la tecnología	75
El **impacto de la automatización** sobre el trabajo	77

La confianza en el sector no garantiza la confianza en sus innovaciones

Porcentaje que confía

Desconfianza
(1-49)

Neutral
(50-59)

Confianza
(60-100)

Confianza en las empresas de cada sector	Energía	Tecnología	Salud	Alimentación y bebidas
	51	69	74	66
Brecha de confianza: Innovación vs. Sector	**+19pts**	**-29**	**-23**	**-43**
	70	40	51	23
Confianza la innovación	**Energía verde** *Solar, eólica, biocombustibles, hidrógeno líquido*	**Inteligencia artificial** *aprendizaje automático, procesamiento del lenguaje natural, inteligencia artificial generativa*	**Medicina genética** *vacunas de ARN, terapia génica o silenciamiento génico*	**Alimentos transgénicos** *cultivos resistentes a plagas, peces de crecimiento más rápido y productos con una vida útil más larga*
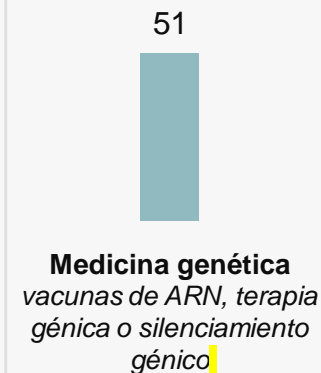
La confianza es clave para la aceptación

Porcentaje que afirma

Rechazo esta innovación **Acepto esta innovación**
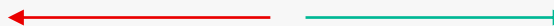
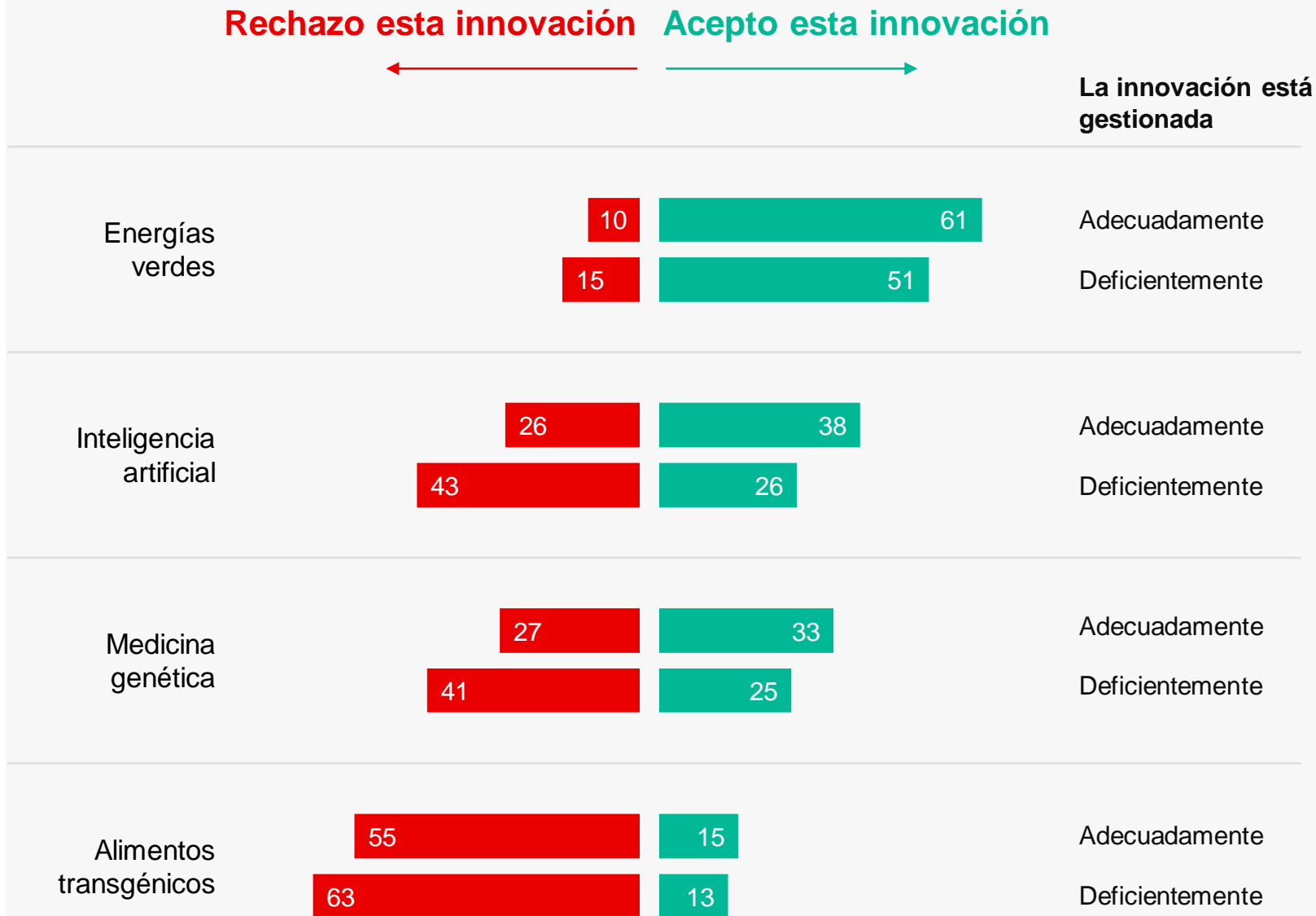|	Rechazo	Acepto	
Energías verdes	12	58	***Éxito de la innovación*** *Mayor entusiasmo por las energías verdes*
Inteligencia artificial	42	23	***En una encrucijada:*** *Las innovaciones más recientes tienen dificultades para generar entusiasmo*
Medicina genética	30	33	
Alimentos transgénicos	65	11	***Fracaso en la innovación*** *Se resisten a los alimentos genéticamente modificados*

El rechazo y la falta de entusiasmo en las nuevas tecnologías está provocada por una gestión deficiente de las instituciones

Porcentaje que afirma

| GLOBAL 28 |

Rechazo esta innovación **Acepto esta innovación**

La innovación está gestionada

	Rechazo	Acepto	
Energías verdes	10	61	Adecuadamente
	15	51	Deficientemente
Inteligencia artificial	26	38	Adecuadamente
	43	26	Deficientemente
Medicina genética	27	33	Adecuadamente
	41	25	Deficientemente
Alimentos transgénicos	55	15	Adecuadamente
	63	13	Deficientemente

Restaurando la confianza en la promesa de la innovación

Para aceptar la innovación, necesitamos tener cierto control sobre su impacto en nuestras vidas
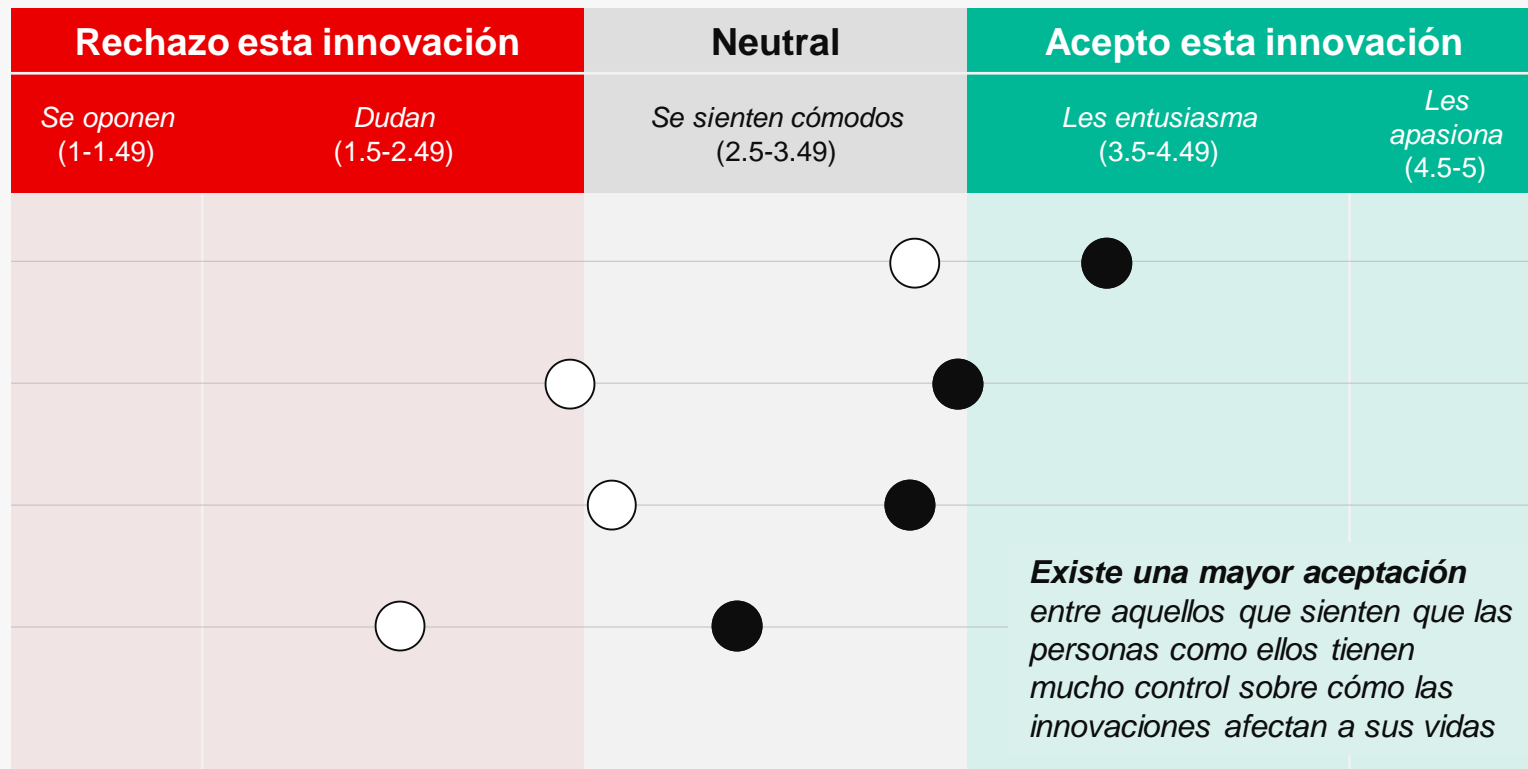
Media de aceptación

Por cada innovación

GLOBAL 28

Aquellos que opinan que las **personas como yo tienen**

○ Poco   ● Mucho

control sobre cómo las innovaciones afectan a nuestras vidas

	Rechazo esta innovación		Neutral	Acepto esta innovación	
	Se oponen (1-1.49)	*Dudan (1.5-2.49)*	*Se sienten cómodos (2.5-3.49)*	*Les entusiasma (3.5-4.49)*	*Les apasiona (4.5-5)*
Energías verdes			○	●	
Inteligencia artificial		○		●	
Medicina genética		○		●	
Alimentos transgénicos		○	●		

Existe una mayor aceptación entre aquellos que sienten que las personas como ellos tienen mucho control sobre cómo las innovaciones afectan a sus vidas

La aceptación de la innovación aumenta si confiamos en que va a mejorar nuestra calidad de vida

Media de aceptación
Por cada innovación

GLOBAL 28

Aquellos que tienen una

○ baja ● alta

confianza en que cada innovación nos **lleve hacia un futuro mejor**

	Rechazo esta innovación		Neutral	Acepto esta innovación	
	Se oponen (1-1.49)	*Dudan* (1.5-2.49)	*Se sienten cómodos* (2.5-3.49)	*Les entusiasma* (3.5-4.49)	*Les apasiona* (4.5-5)
Energías verdes			○	●	
Inteligencia artificial		○		●	
Medicina genética		○		●	
Alimentos transgénicos	○		●		

Aceptamos mejor la innovación cuando confiamos en que nos va a conducir hacia un future mejor
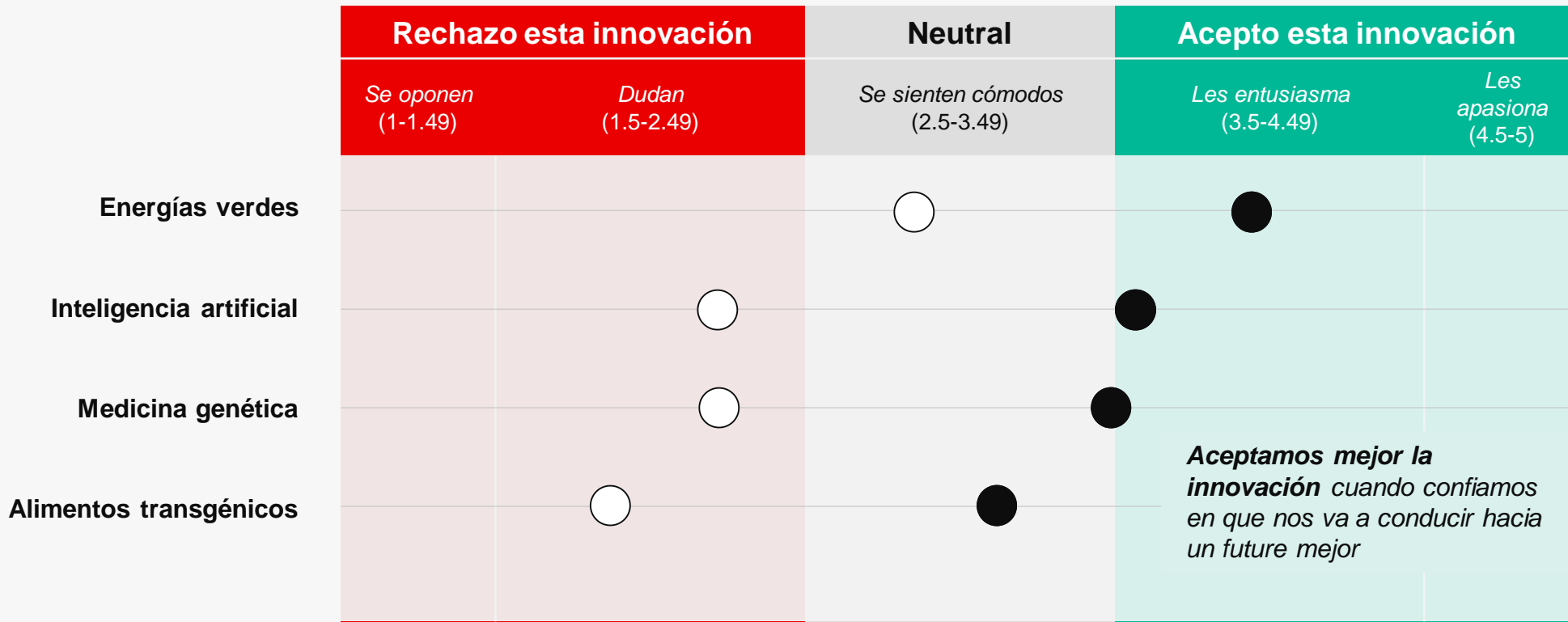
Solo una regulación efectiva facilitaría la adopción

Media de aceptación

Por cada innovación

GLOBAL 28

Aquellos que tienen una

○ baja ● alta

confianza en que cada innovación está siendo **regulada correctamente**
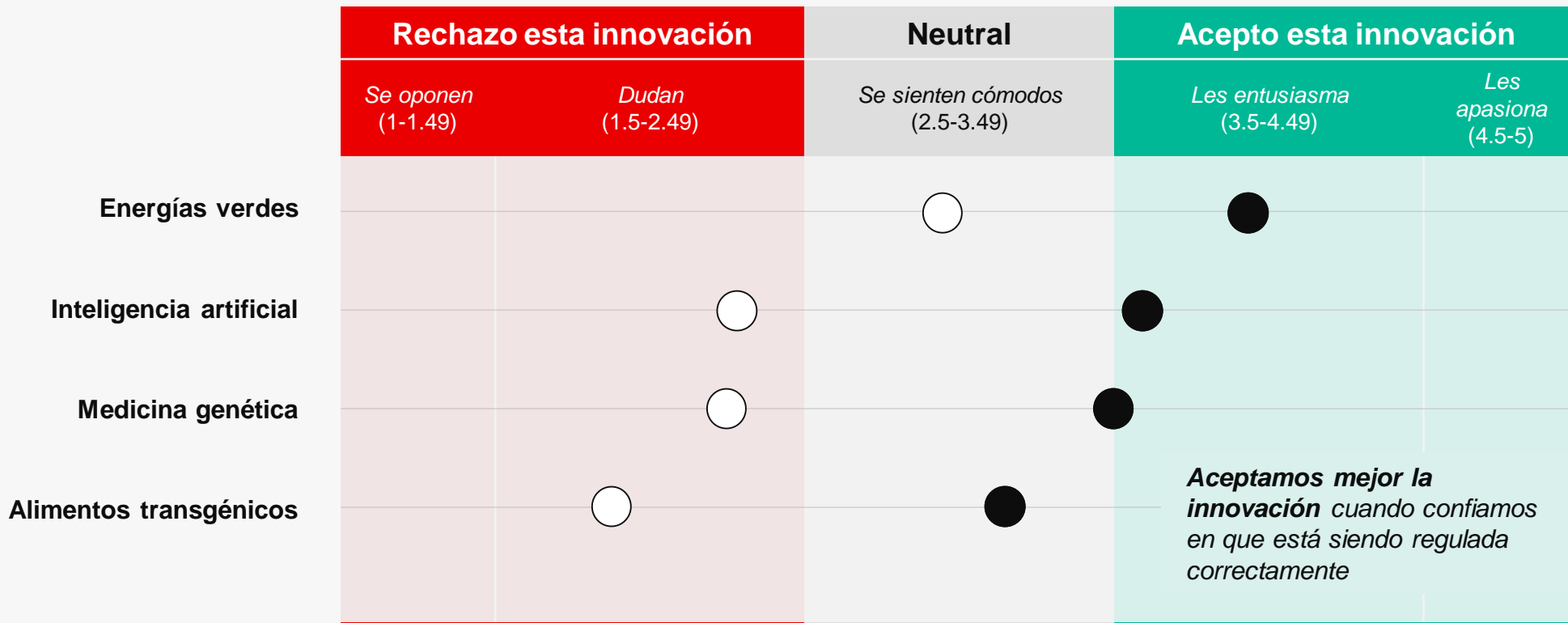
	Rechazo esta innovación		Neutral	Acepto esta innovación	
	Se oponen (1-1.49)	*Dudan* (1.5-2.49)	*Se sienten cómodos* (2.5-3.49)	*Les entusiasma* (3.5-4.49)	*Les apasiona* (4.5-5)
Energías verdes			○	●	
Inteligencia artificial		○		●	
Medicina genética		○		●	
Alimentos transgénicos	○		●		

Aceptamos mejor la innovación cuando confiamos en que está siendo regulada correctamente

Empresas y Gobierno deben colaborar en materia de innovación

Porcentaje que afirma

ESPAÑA ● ─ 0 ─ ⊕ 2015 a 2024 ○ **Cambio significativo**

Si las empresas colaborasen con el Gobierno,
confiaría más en los avances tecnológicos

50%

+22 pts

Cambio de
2015 a 2024
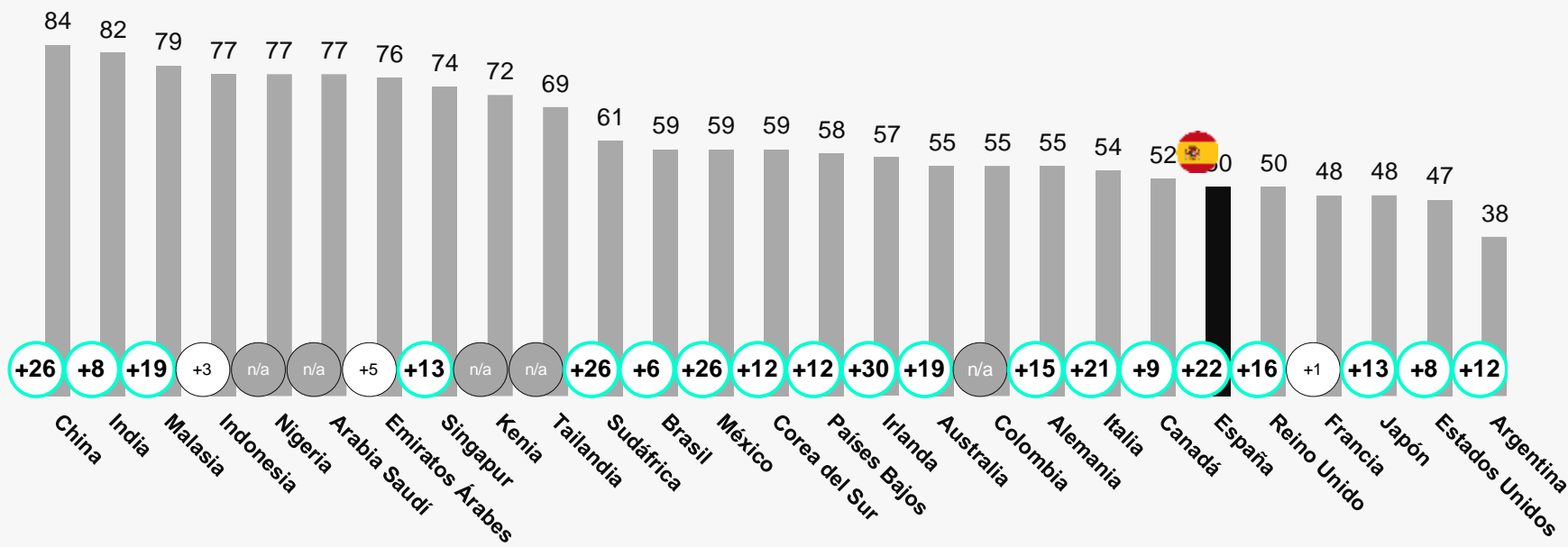
84	82	79	77	77	77	76	74	72	69	61	59	59	59	58	57	55	55	55	54	52	50	50	48	48	47	38	

Cambio:
+26 | +8 | +19 | +3 | n/a | n/a | +5 | +13 | n/a | n/a | +26 | +6 | +26 | +12 | +12 | +30 | +19 | n/a | +15 | +21 | +9 | +22 | +16 | +1 | +13 | +8 | +12

China · India · Malasia · Indonesia · Nigeria · Arabia Saudí · Emiratos Árabes · Singapur · Kenia · Tailandia · Sudáfrica · Brasil · México · Corea del Sur · Países Bajos · Irlanda · Australia · Colombia · Alemania · Italia · Canadá · España · Reino Unido · Francia · Japón · Estados Unidos · Argentina

Ganarás mi aceptación si demuestras que la innovación está supervisada desde una perspectiva científica y ética

Media de aceptación

Por cada innovación

GLOBAL 28

Entre aquellos que tienen una

○ baja   ● alta

confianza en que cada innovación ha sido **evaluada desde una perspectiva científica y ética**

	Rechazo esta innovación		Neutral	Acepto esta innovación	
	Se oponen (1-1.49)	*Dudan* (1.5-2.49)	*Se sienten cómodos* (2.5-3.49)	*Les entusiasma* (3.5-4.49)	*Les apasiona* (4.5-5)
Energías verdes			○	●	
Inteligencia artificial		○		●	
Medicina genética		○	●		
Alimentos transgénicos	○		●		

***Existe una mayor aceptación** entre aquellos que tienen una confianza alta en que cada innovación es evaluada por científicos*

Se espera que científicos y expertos lideren la implementación de la innovación

Porcentaje que afirma

Creo que debe **tener un rol importante** en la implementación de la innovación en nuestro país

Los 5 primeros que encabezan la lista

Científicos	84
Expertos técnicos	78
Educadores y académicos	74
CEOs que implementan innovaciones	60
Líderes del Gobierno central	54
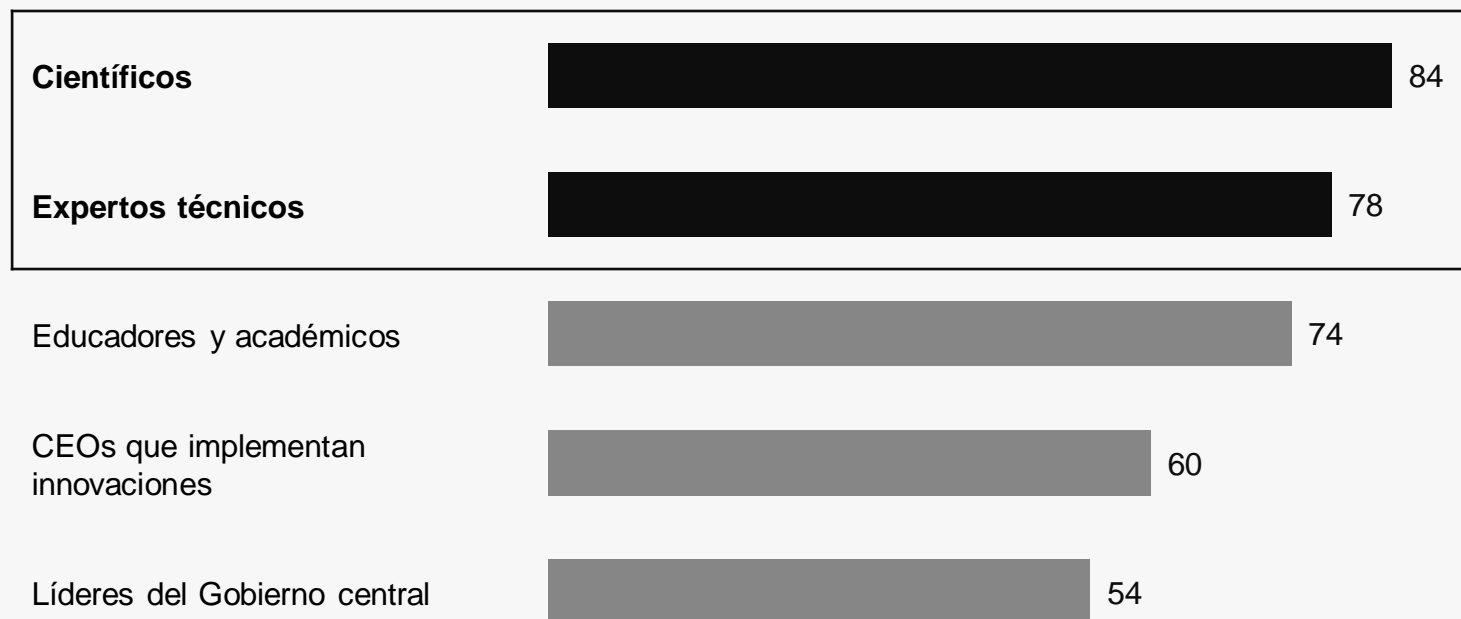
En quiénes confiamos para comunicar honestamente la innovación

Porcentaje que afirma

Desconfianza (1-49) Neutral (50-59) Confianza (60-100)

Mi confianza en cada uno para informarme honestamente sobre **las innovaciones y nuevas tecnologías**

Científicos	Alguien como yo	Expertos técnicos de empresas	Representantes de ONGs	CEOs	Periodistas	Líderes del Gobierno
82	74	70	44	43	36	30
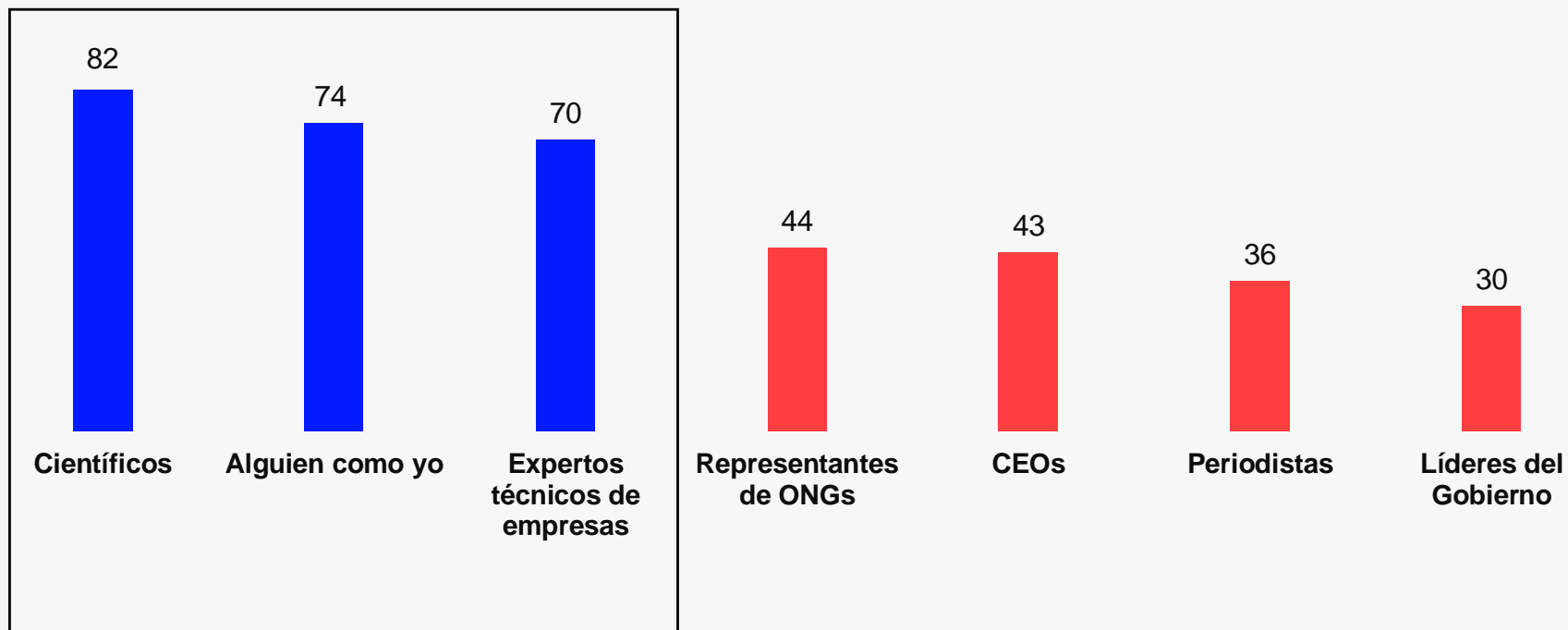
Fomentemos la comunicación y el conocimiento desde una ciencia accesible

Porcentaje que afirma

ESPAÑA

Creo que los científicos no tienen **la habilidad de saber comunicarse con personas como yo**

43%

País	Valor
China	64
Tailandia	58
India	55
Malasia	54
Singapur	53
Francia	52
México	50
Sudáfrica	49
Australia	47
Indonesia	46
Irlanda	46
Emiratos Árabes	46
Países Bajos	45
Argentina	44
Colombia	44
Arabia Saudí	43
España	43
Italia	42
Reino Unido	42
Estados Unidos	42
Canadá	41
Alemania	41
Kenia	41
Suecia	39
Nigeria	37
Brasil	36
Corea del Sur	36
Japón	35
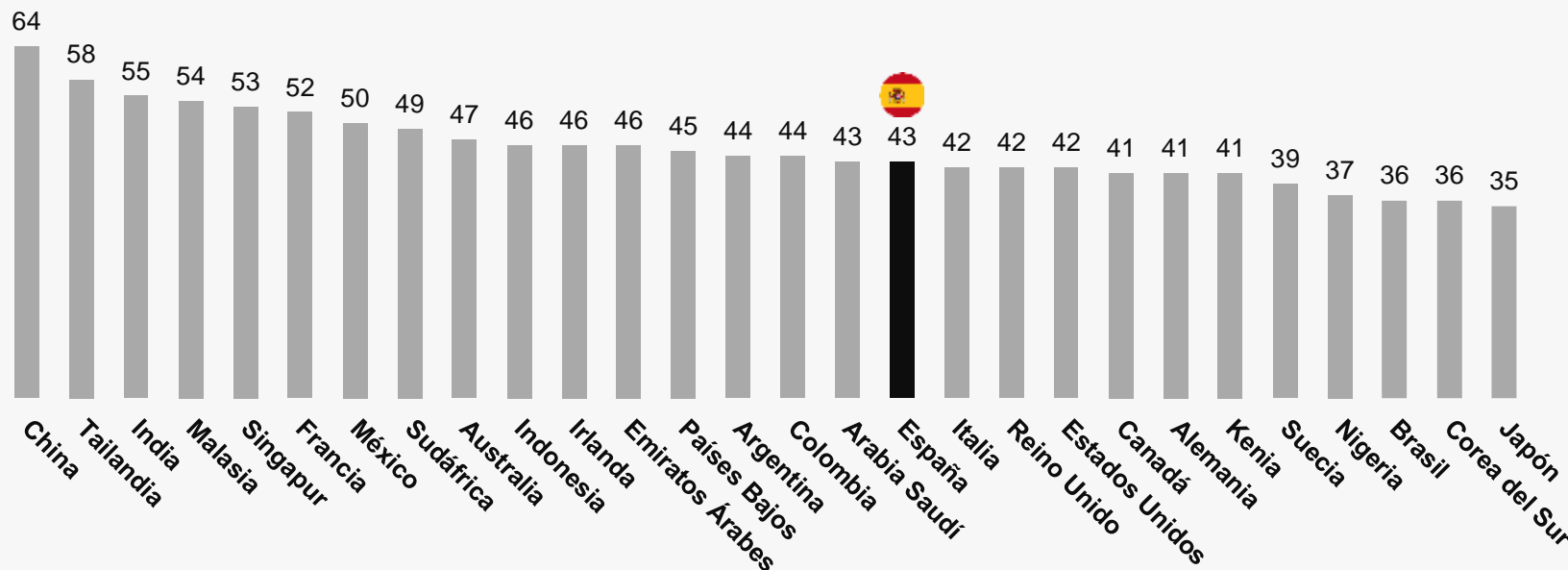
El rol de cada institución para construir confianza en la innovación

Para las empresas, el Gobierno y los medios de comunicación, escuchar y comunicar se encuentra entre las dos acciones principales para construir confianza

Empresas	%
Hacer accesibles las innovaciones	84
Comunicar las ventajas y las desventajas	**82**
Evaluar e informar sobre el impacto de la innovación	80

ONGs	%
Ayudar a los vulnerables	78
Ayudar a las personas a mantenerse actualizadas	75
Asegurar un futuro próspero para todos	72

Gobierno	%
Asegurar que nuestro país no se queda atrás	81
Escuchar nuestras preocupaciones y permitirnos preguntar	**80**
Crear regulaciones que aseguren igualdad y seguridad	80

Medios de comunicación	%
Comunicar las ventajas y las desventajas	**81**
Evaluar e informar sobre el impacto de la innovación	80
Escuchar nuestras preocupaciones y permitirnos preguntar	**79**

Fortaleciendo nuestra relación con la innovación

1

La gestión es tan importante como la creación

Una innovación mal gestionada provoca rechazo. Es esencial fortalecer el vínculo confianza para promover la aceptación.

2

Las empresas son el motor de la innovación

Solo se confía en que las empresas, introduzcan la innovación a la sociedad y se pide mayor colaboración con el Gobierno. Cada institución tiene un rol.

3

La ciencia debe crear un vínculo de confianza con la sociedad

La comunidad científica sigue generando confianza, a pesar de que está sujeta a una gran exposición de la opinión pública. Es importante construir mayor diálogo.

14

Control y transparencia

Cuanto más control sientan las personas sobre cómo la innovación puede afectar sus vidas, mayor será su aceptación. Las instituciones deben crear un espacio seguro para el diálogo

Technical Appendix

2024 Edelman Trust Barometer: Sample

Sample Size, Quotas and Margin of Error

Country	Weighted Sample Size[1]	Unweighted Sample Size	Margin of Error – Total Sample[3]	Margin of Error – Half Sample[3]	Quotas Set On[4]
Global 28[2]	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			
Australia	1,150	1,150	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Brazil	1,150	1,152			
Canada	1,150	1,500	+/- 3.3 pct pts. total sample	+/- 4.7 pct pts. half sample	
China[5]	1,150	1,150			
Colombia	1,150	1,150	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
France	1,150	1,152			
Germany	1,150	1,150			
India	1,150	1,116	+/- 3.9 pct pts. total sample	+/- 5.5 pct pts. half sample	
Indonesia	1,150	1,152			
Ireland	1,150	1,151			
Italy	1,150	1,150			
Japan	1,150	1,151			
Kenya	1,150	1,150	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Malaysia	1,150	1,153			
Mexico	1,150	1,152			Age, Gender, Region
Netherlands	1,150	1,150			
Nigeria	1,150	1,148			
Saudi Arabia	1,150	1,109	+/- 3.9 pct pts. total sample	+/- 5.5 pct pts. half sample	
Singapore	1,150	1,150			
S. Africa	1,150	1,152			
S. Korea	1,150	1,152			
Spain	1,150	1,150			
Sweden	1,150	1,151	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Thailand	1,150	1,151			
UAE	1,150	1,150			
UK	1,150	1,150			
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[1]	Used for current year averages; excludes sensitive countries[1]; excludes S. Korea[2]	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 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	**TRU_INS:** 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	**CNG_FUT:** 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	**TRU_3D_GOV:** To what extent do you agree with the following statement?
	Government in general is good at what it does
Fears of gig-economy	**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?
	Permanent jobs with benefits being replaced by freelance, gig-economy or short-term jobs that do not offer benefits
Government ethics dimensions	**GOV_PER_DIM:** 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	**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). – ***reverse scored***
	Business in general
	Non-governmental organizations (NGOs)
Government regulation	**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".
	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	**CHG_AGR.** 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.

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.

Innovations

The growing use of **artificial intelligence** such as machine learning, natural language processing, and generative AI

The growing use of **green energy** such as biofuels and renewable natural gas, liquid hydrogen, and wind and solar power

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

The growing use of **gene-based medical technologies** such as mRNA vaccines, gene splicing, and gene therapy

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
Resistant: 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
Hesitant: I am concerned about this. I personally try to avoid using products and services that incorporate these technologies.	1.5-2.49
Comfortable: 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
Enthusiastic: I am excited about this. I am looking to increase my use of products and services that incorporate these technologies.	3.5-4.49
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.	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 to 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
Academics, educators	Academics and educators
CEOs that deploy innovations	The CEOs of the companies that produce, sell, or use these technologies
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
National media	National newspapers or national TV or radio news programs
My friends and family	In conversations with my friends and family
Social media (net)	My social media news feed, On social media posted by, or forwarded from, someone in my social network
Local media	Local newspapers or local TV or radio news programs

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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
Keep innovations affordable	Institute fair and reasonable pricing that makes new technologies or innovations generally affordable
Communicate pluses and minuses	Clearly communicate the nature of new innovations and technologies, including potential benefits and negative side effects
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
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
Assess, then inform me on innovation impact	Assess the impact changes are having on people like me, and make information available about these impacts
Regulate to ensure safety and fairness	Regulate businesses to ensure that their new technologies and innovations are safe and used to the benefit of all
Aid the vulnerable	Aid those who need help coping with the consequences of change
Help people keep up	Help people keep up with and adjust to the changes happening all around them
Ensure our future prosperity	Push our country to make the changes necessary to ensure our future prosperity

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
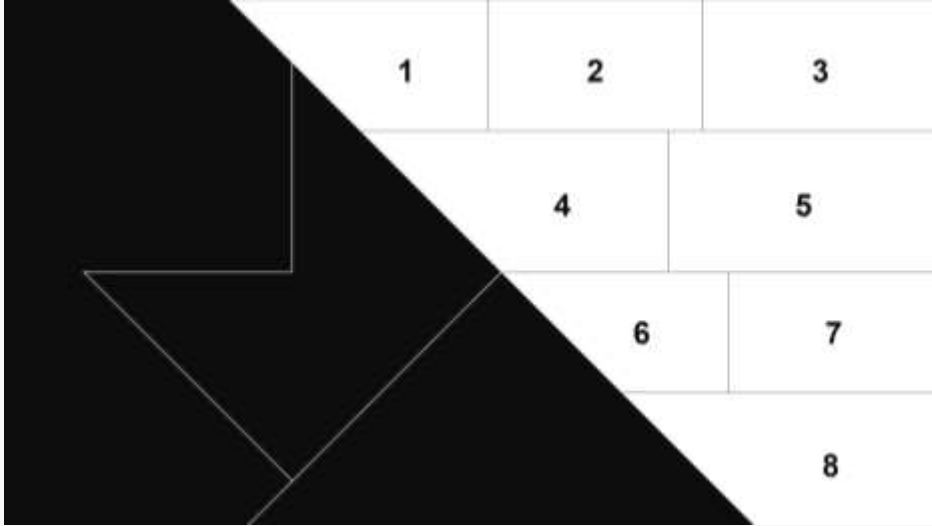
Cover Image Credits

1. **President of Argentina Javier Milei gives a speech after his Inauguration Ceremony at "Casa Rosada" Presidential Palace in Buenos Aires, Argentina:** *Tomas Cuesta via Getty Images*

2. **Sam Altman speaks onstage during A Year In TIME in New York City:** *Mike Coppola via Getty Images*

3. **Katalin Kariko, Nobel Prize Laureate, speaks to the media during a press conference at the Hungarian Academy of Sciences, in Budapest, Hungary:** *Janos Kummer via Getty Images*

4. **A tractor with a flag that translates into "When farmers starve, hunger is born" drives back from a rural farmers' protest against the government's plan to curb nitrogen pollution by 70 percent by 2030, in Stroe, near Amsterdam:** Sem Van Der Wal/ANP/AFP *via Getty Images*

5. **Delegates applaud Sultan Ahmed Al Jaber, President of COP 28, on day thirteen of the COP 28 climate conference in Dubai, United Arab Emirates:** *Fadel Dawod via Getty Images*

6. **Robots harvesting vegetables in automated modern greenhouse:** *Imaginima via Getty Images*

7. **A woman casts her ballot at a polling station during Thailand's general election in Bangkok:** Peerapon Boonyakiat/SOPA Images/LightRocket *via Getty Images*

8. **Israeli students hold Palestinian and Israeli flags, during a protest:** *Jack Guez/AFP via Getty Images*

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Slide 5 The Decline of Authority
Supporters of former President Jair Bolsonaro clash with security forces as they raid the National Congress in Brasilia, Brazil, 08 January 2023. Joedson Alves/Anadolu Agency via Getty Images

Slide 15 Innovation on the Ballot
A tractor with a flag that translates into "When farmers starve, hunger is born" drives back from a rural farmers' protest against the government's plan to curb nitrogen pollution by 70 percent by 2030, in Stroe, near Amsterdam: Sem Van Der Wal/ANP/AFP via Getty Images

Slide 25 A Reset for Science in Society
World Health Organization (WHO) Director-General Tedros Adhanom Ghebreyesus attends a daily press briefing on the COVID-19 outbreak: Fabrice Coffrini/AFP via Getty Images

Slide 32 Restoring Trust in the Promise of Innovation
Technician in sterile coverall holds wafer that reflects many different colors: PonyWang via Getty Images

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