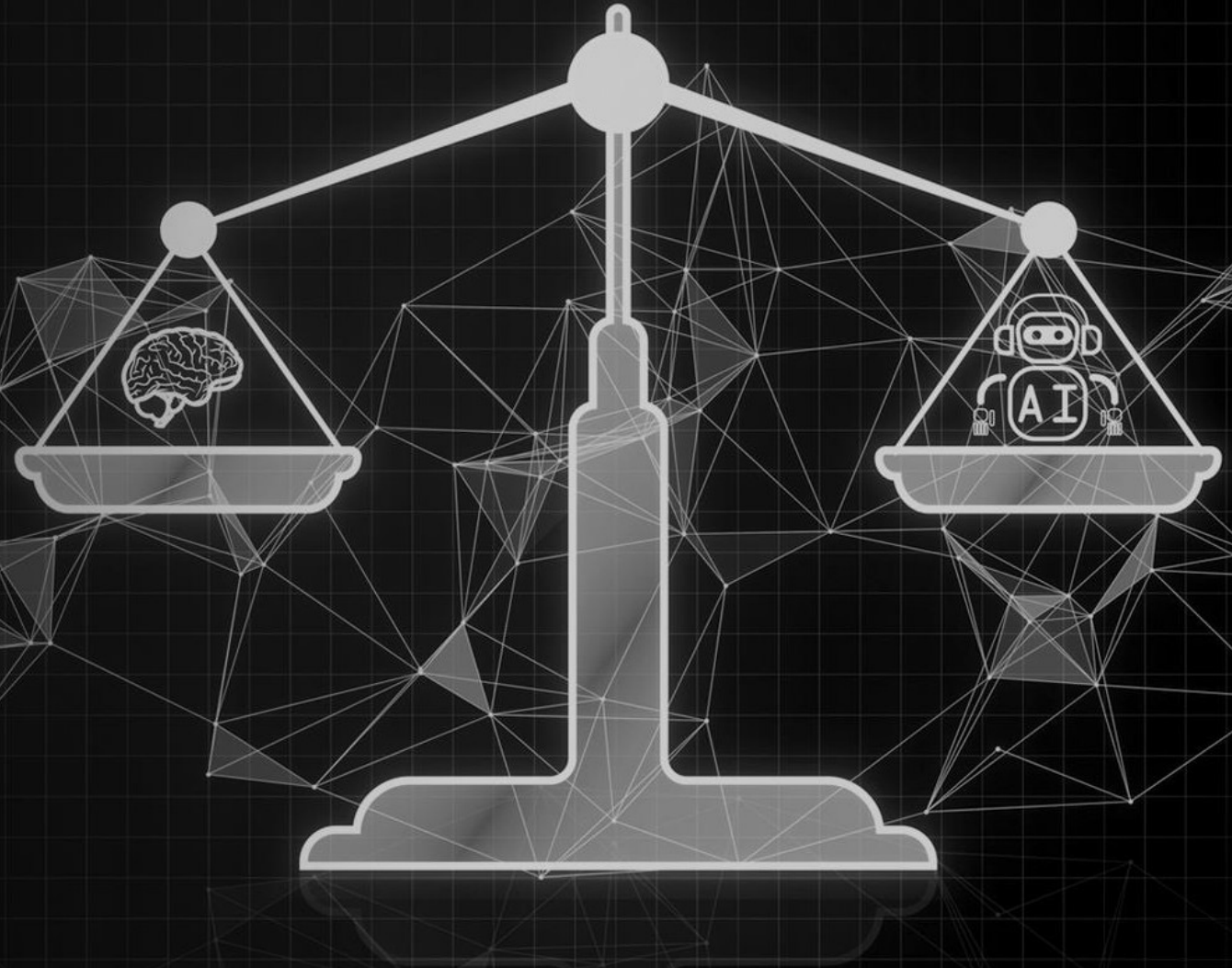


# 2024 Edelman Trust Barometer

Supplemental Report:  
Insights for the Tech Sector

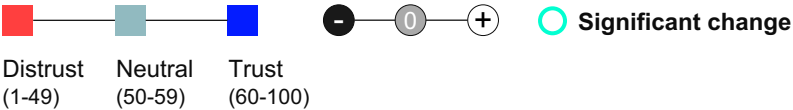
# Business Remains Most Trusted, Tech Falters



# 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

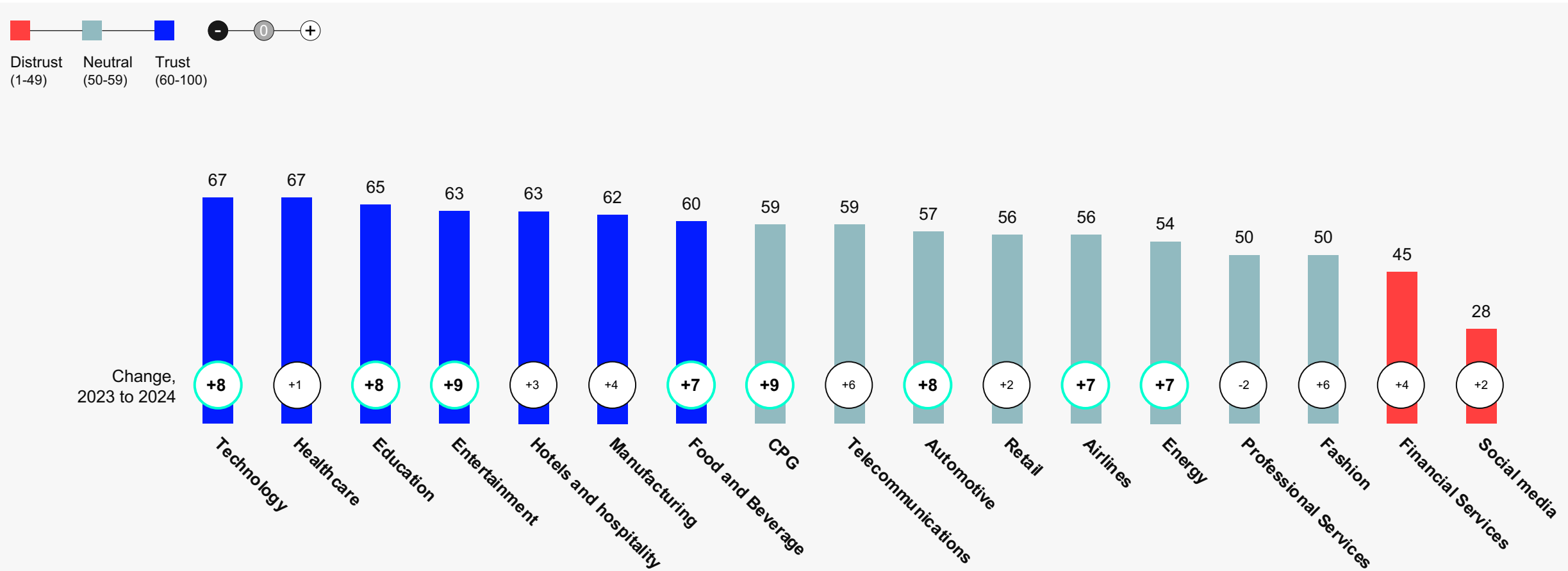
S. Korea	+7
Malaysia	+6
Nigeria	+5
Thailand	+4
Australia	+4
China	-4
Colombia	-4
UK	-4

UK now among  
least-trusting countries



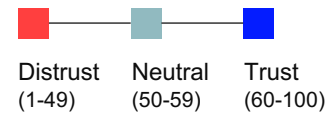
# Trust Increases Across Most Industry Sectors in France


Percent trust in businesses in the following industries to do what is right

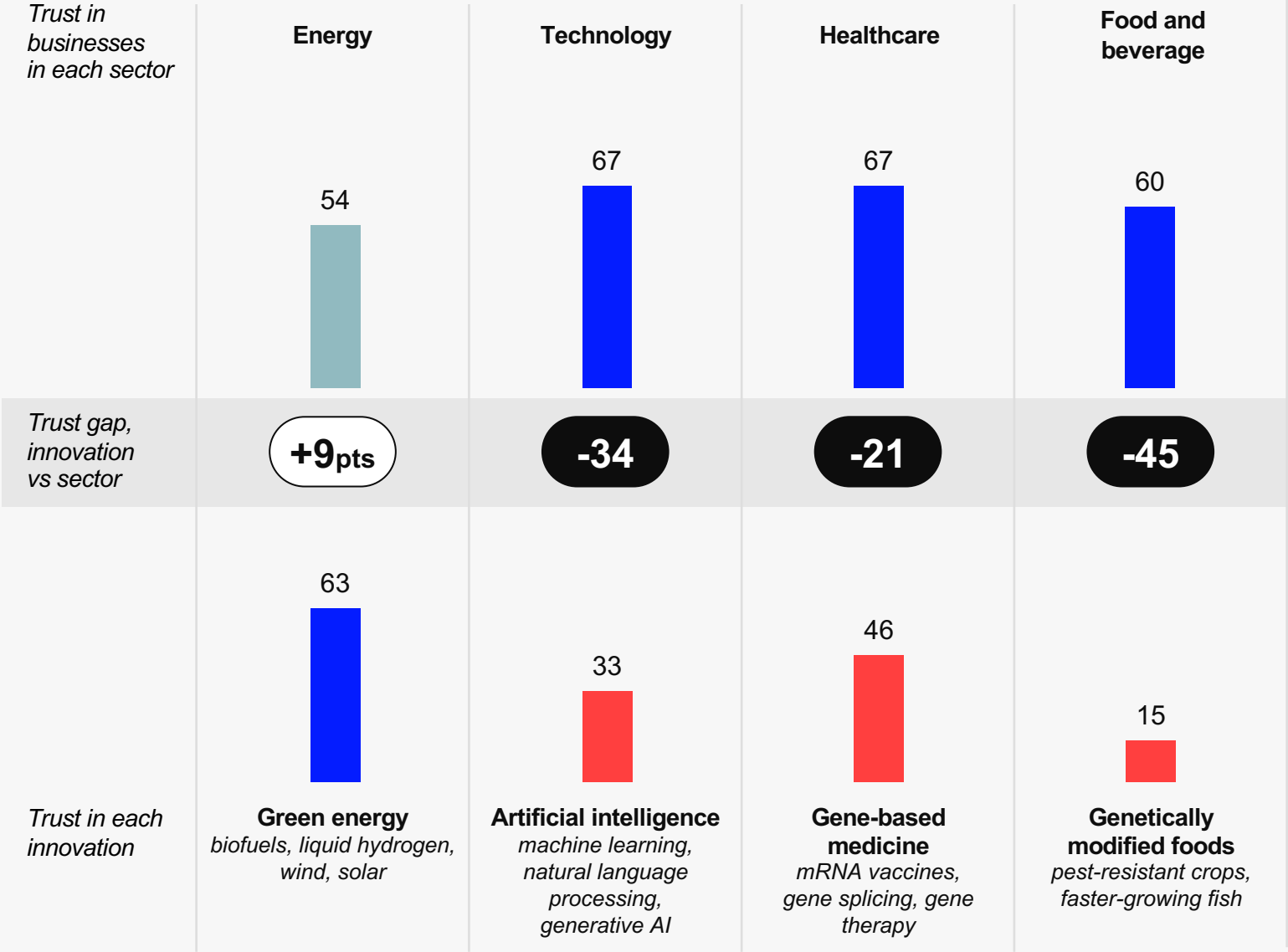


# Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

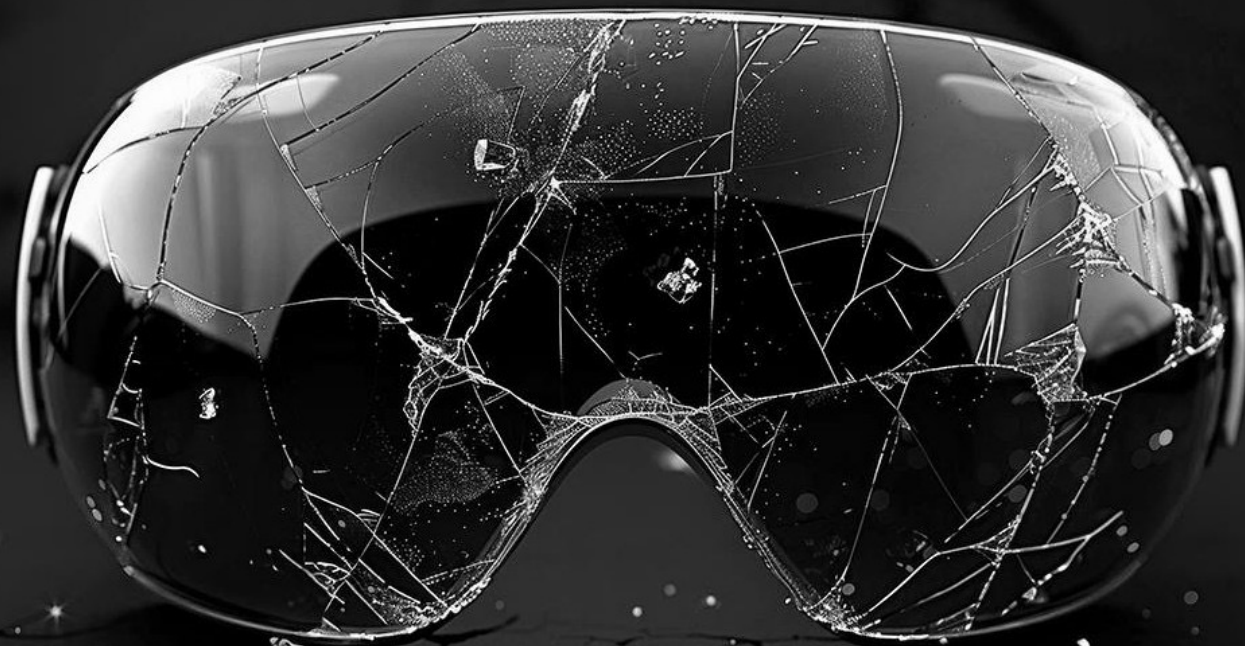
Percent trust, in France



 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, France.



# Innovation at Risk



# Establishment Leaders Not Trusted to Tell Us the Truth in France

Percent who worry, in France

 Significant change



Government leaders



Business leaders



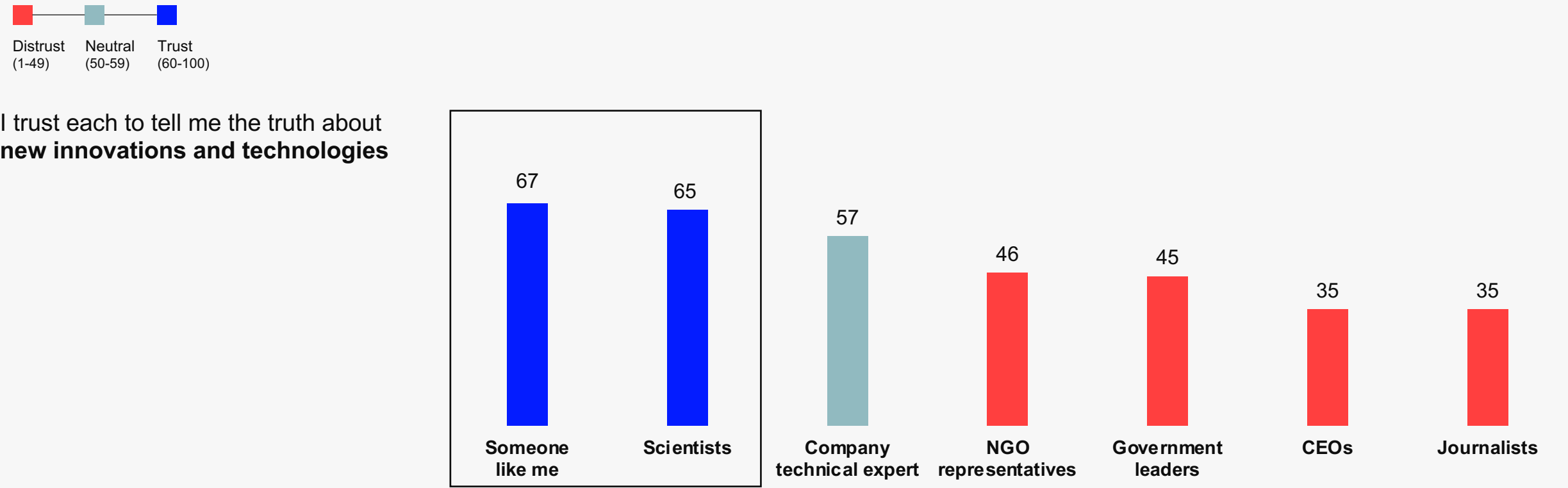
Journalists and reporters

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



# Dispersion of Authority: Peers ahead of Scientists

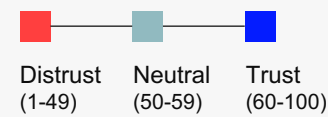
Percent trust, in France





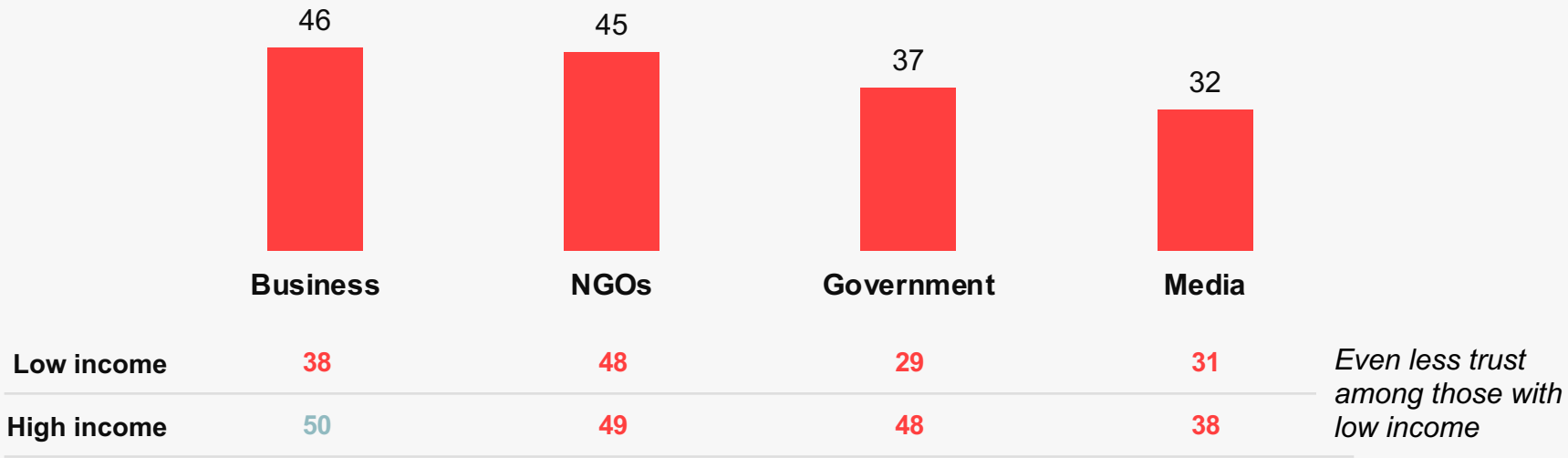
# All Institutions Distrusted to Integrate Innovation into Society in France

Percent trust, in France



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

- Safe
- Understood by the public
- Beneficial
- Accessible

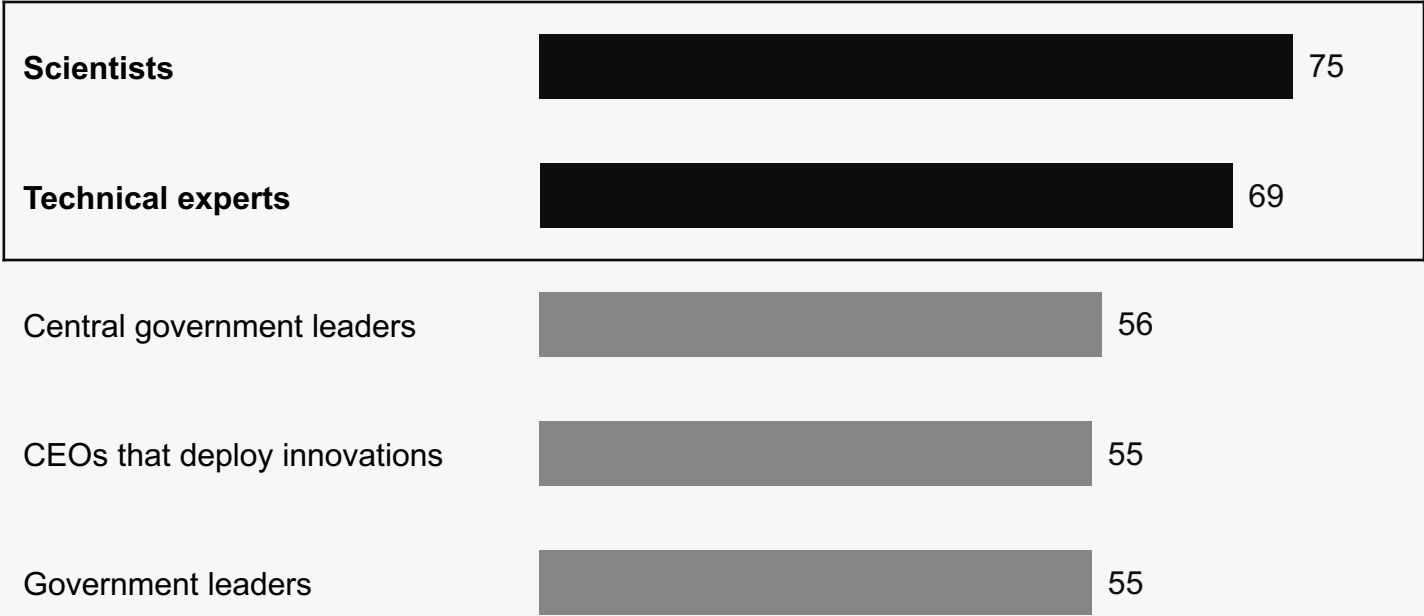


# Scientists and Experts Expected to Lead on Implementation of Innovation

Percent who say, in France

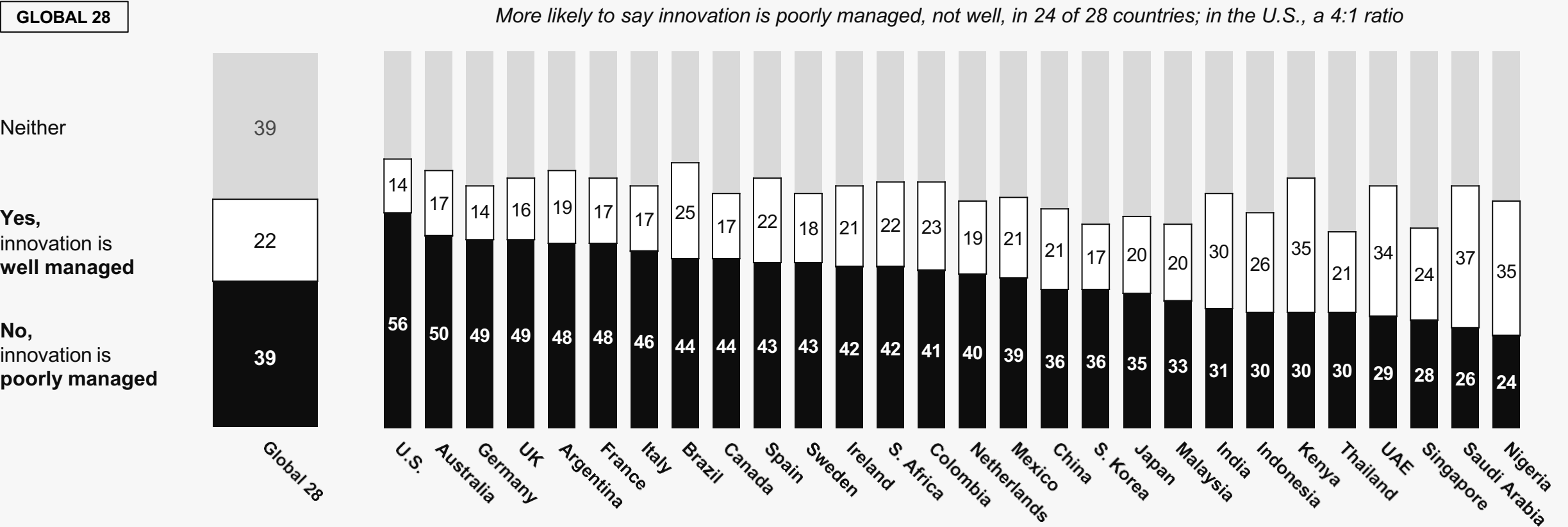
I believe each **should have a big role** in managing the introduction of innovation

Showing top 5 of 11 items



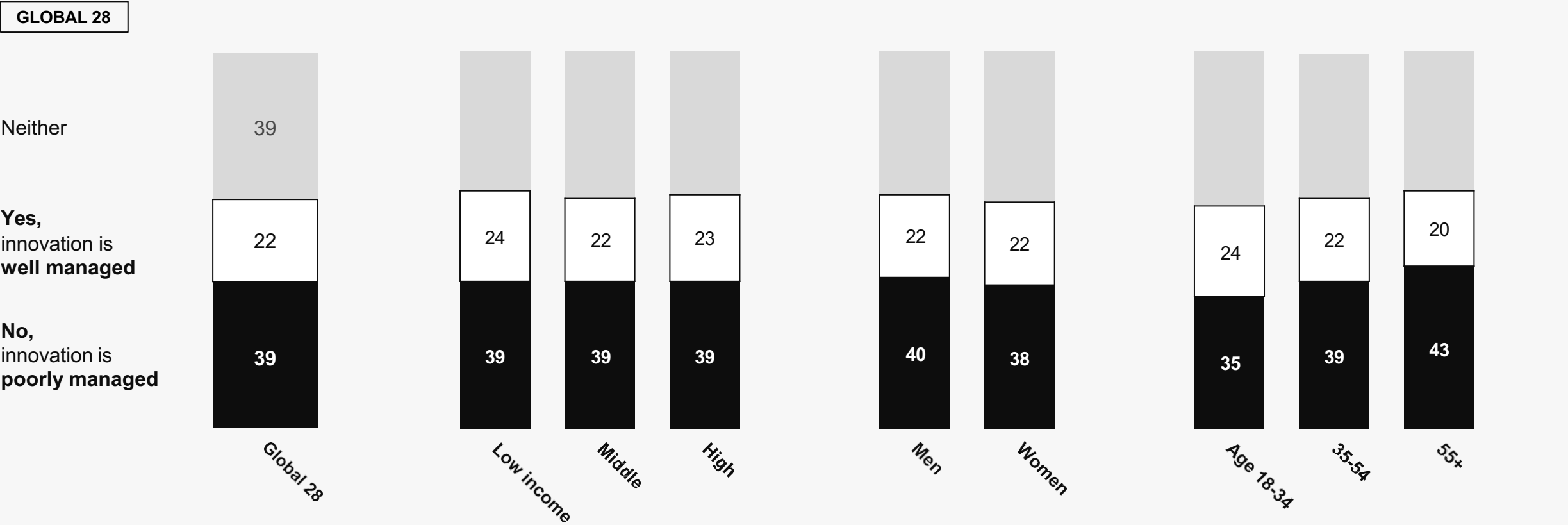
# Nearly All Countries More Likely to Believe Innovation is Mismanaged Rather Than Well Managed

On average, percent who say



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

On average, percent who say

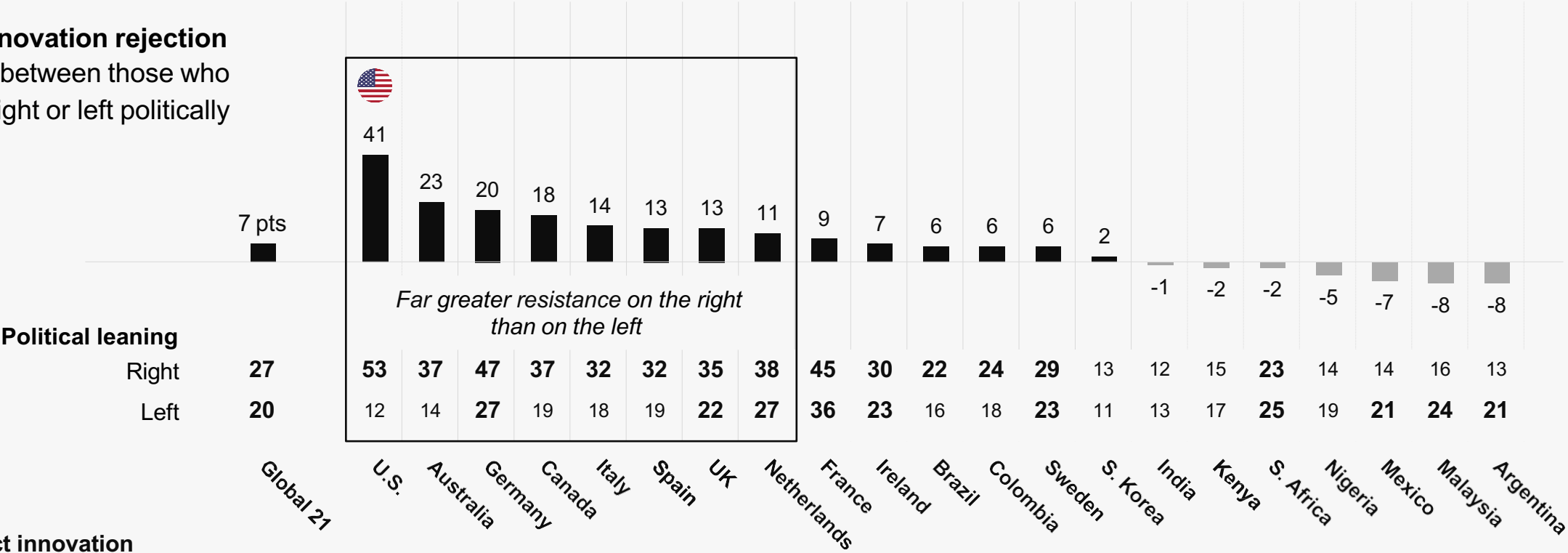


# In Western Democracies, Resistance to Innovation Is Political

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

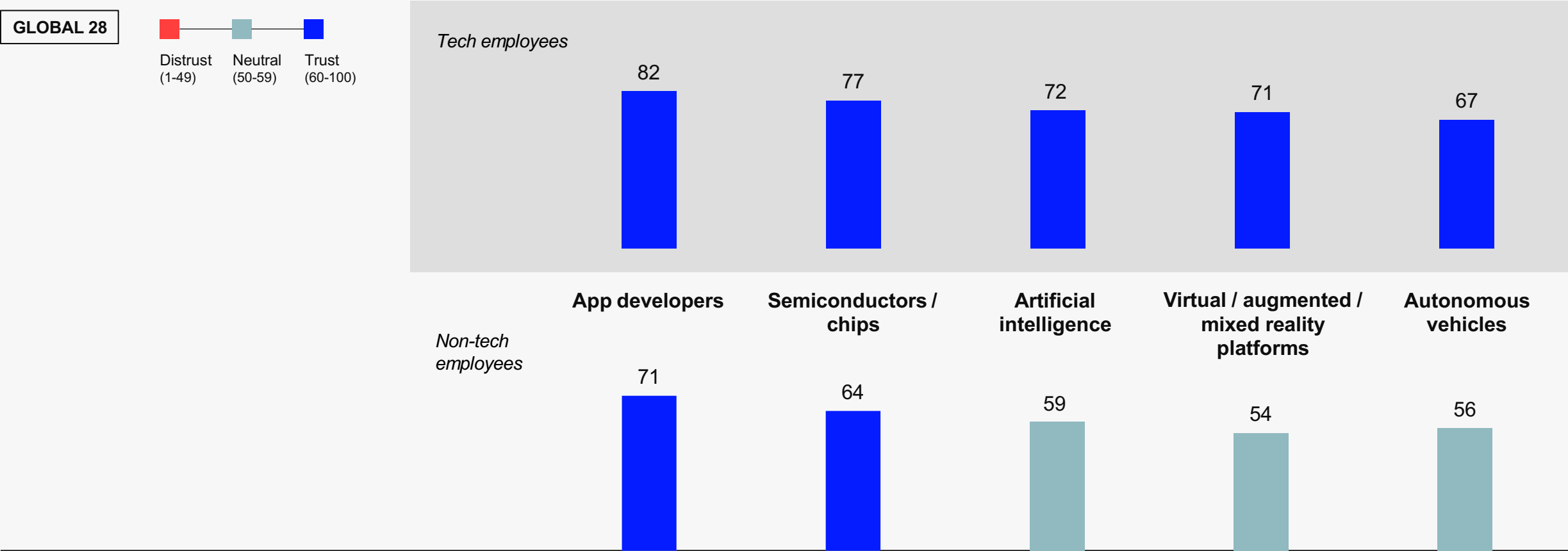
Difference in innovation rejection  
between those who  
lean right or left politically



bold font indicates  
20% or more reject innovation

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

Percent trust in companies in each sector, among employees



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

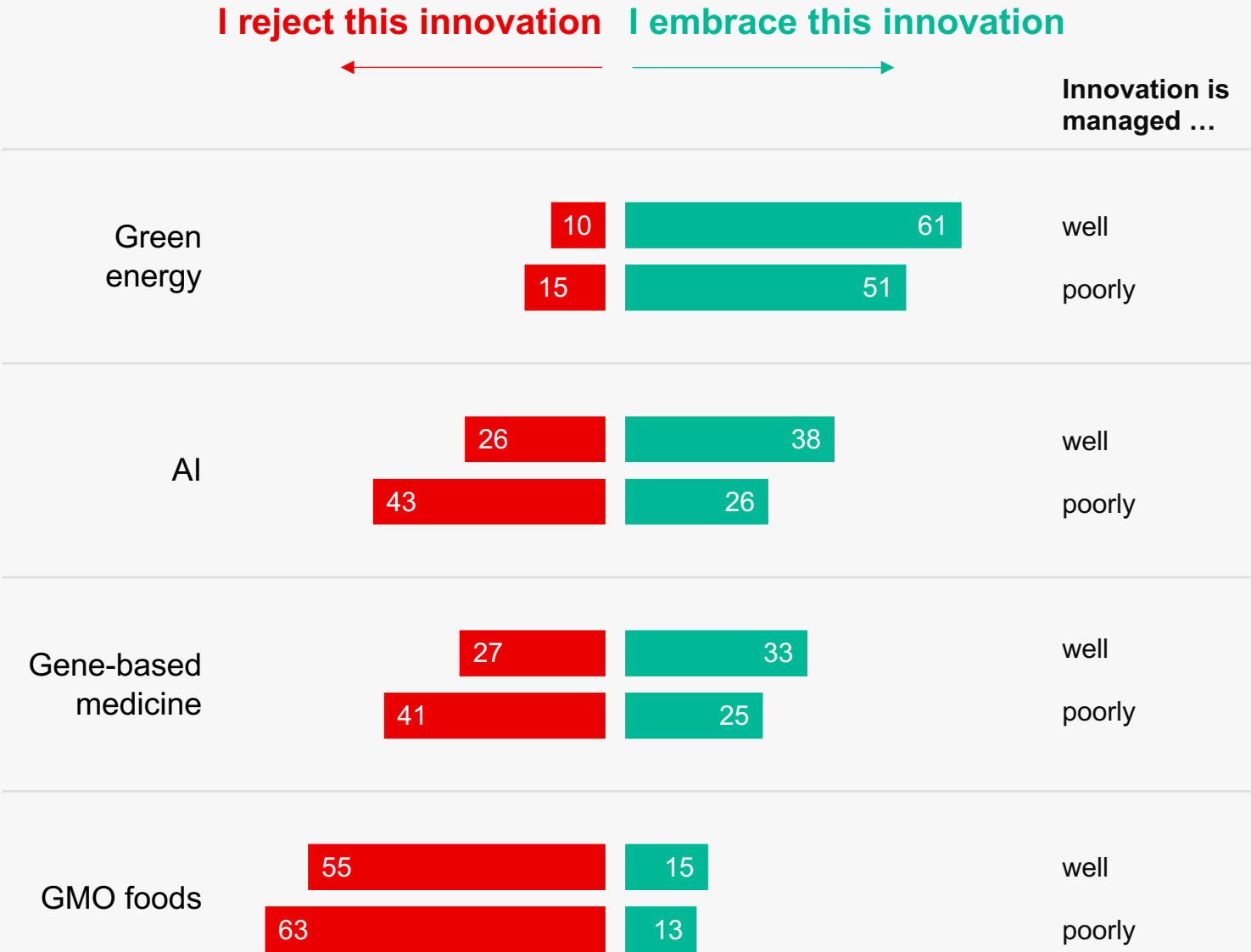


# When Institutions Mismanage Innovation: More Rejection, Less Enthusiasm for Emerging Technologies

Percent who say

GLOBAL 28

2024 Edelman Trust Barometer. CHG\_TEC\_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, 28-mkt avg., by the innovation management scale. For a full explanation of how the Innovation Management Scale was developed, please see the Technical Appendix.



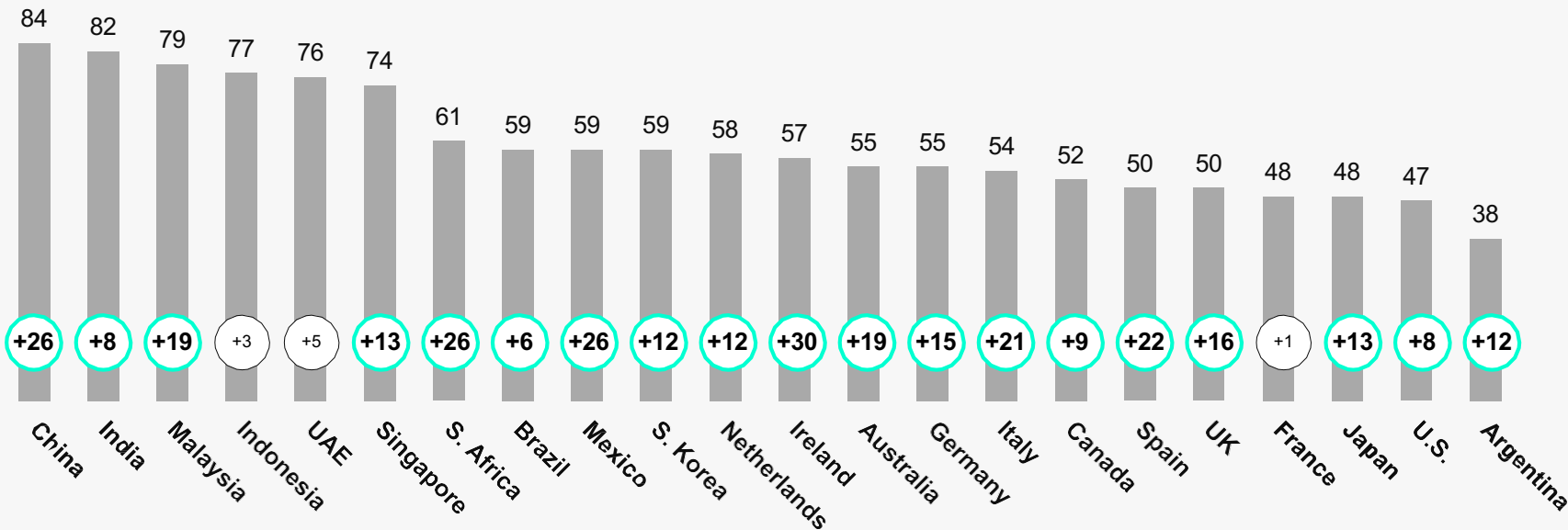


# Demand for Business-Government Partnership Surges; Regulation Becomes Necessary for Innovation

Percent who say

GLOBAL 22    - 0 +    2015 to 2024    Significant change

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



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.

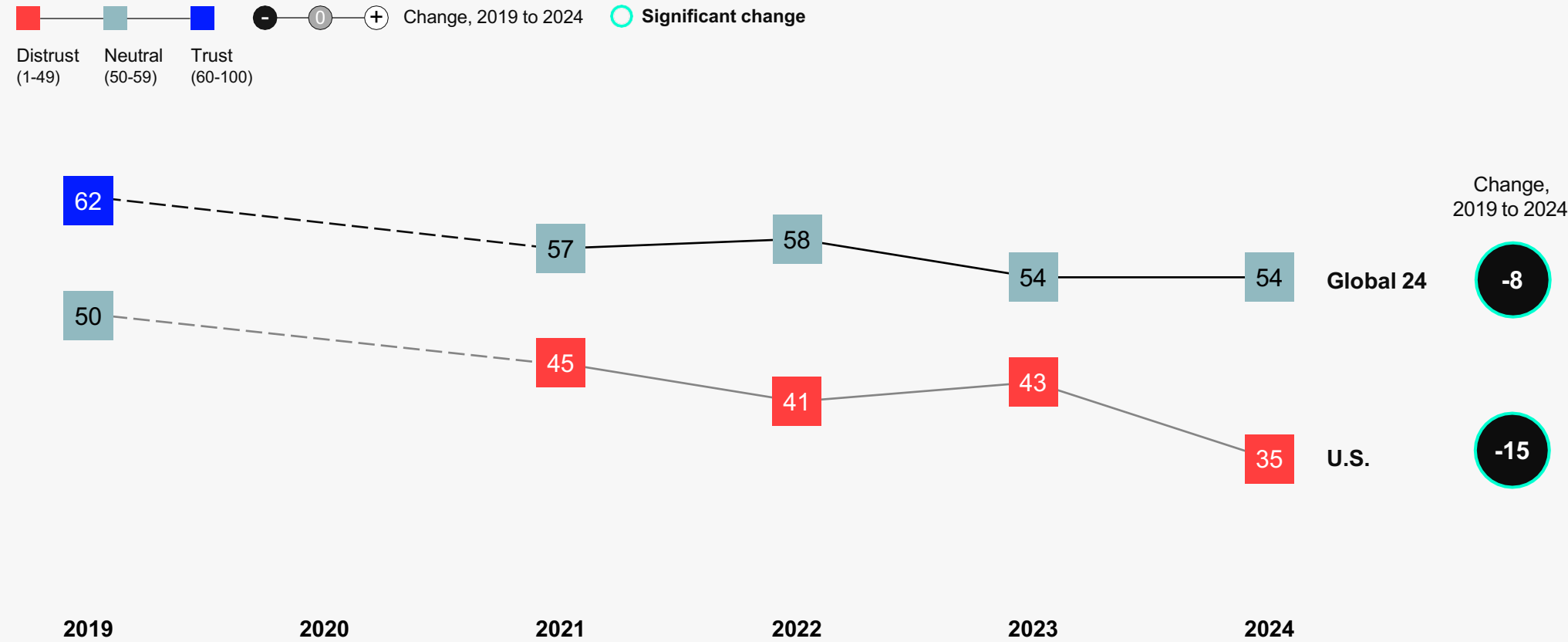


# AI is the Battleground for Trust in Tech



# 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.



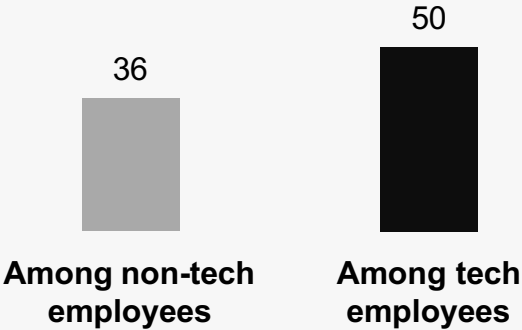
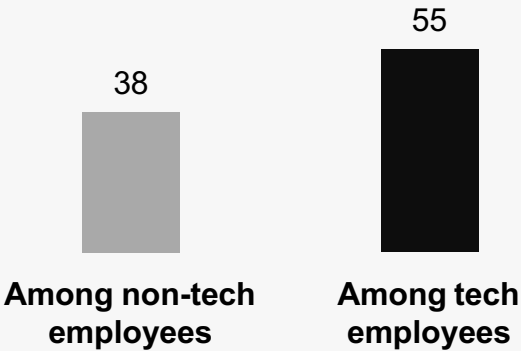
# Overall Low Confidence in Effective AI Regulation and Control; Tech Sector Employees Have More Faith

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

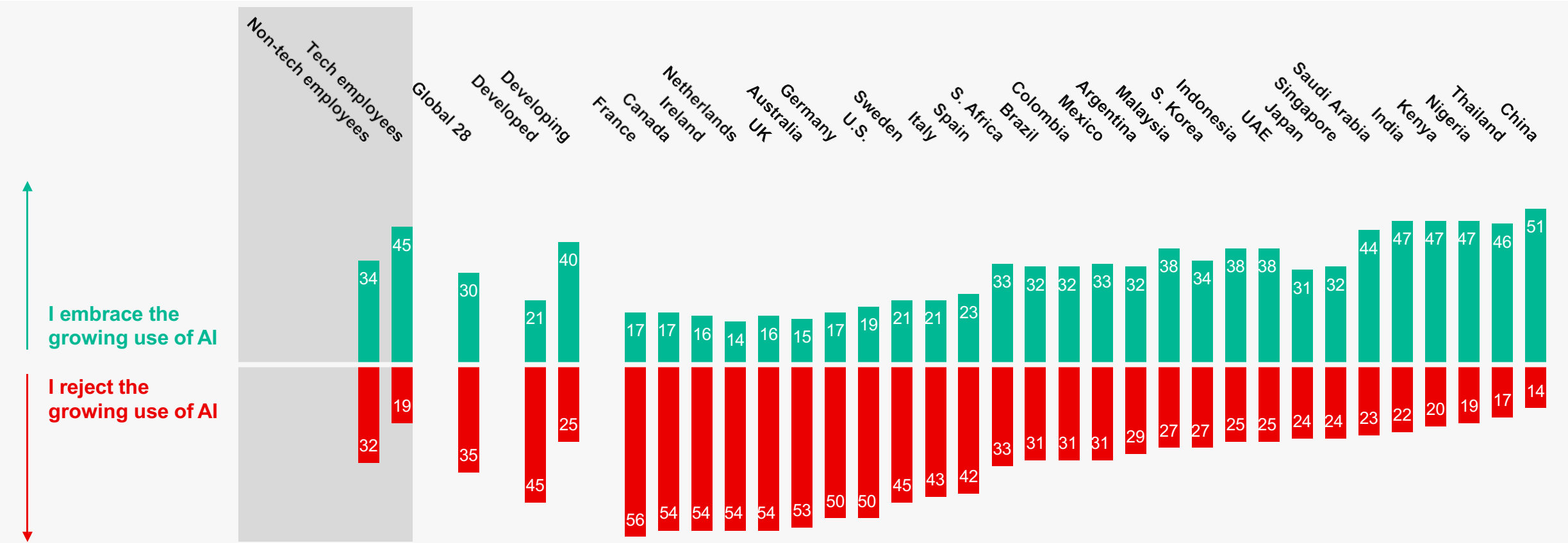


2024 Edelman Trust Barometer. TEC\_SAF. How confident are you that each of the following is being effectively regulated? 5-point scale; top 2 box, high confidence. Question asked of half the sample. TEC\_INF. How much influence or control do you feel people like you have over how these technologies are 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).

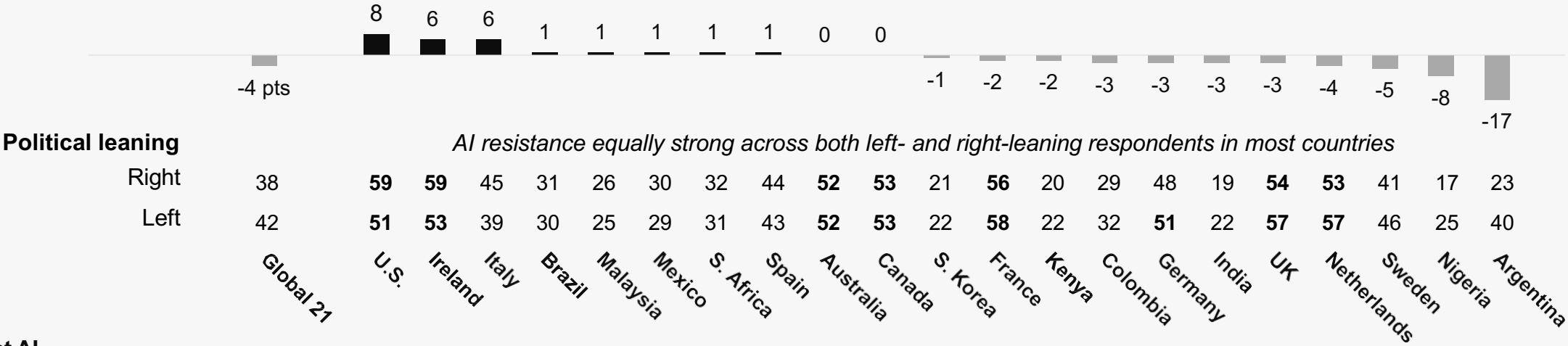


# Resistance to AI Unites the Left and the Right

Percent who reject AI

GLOBAL 21

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

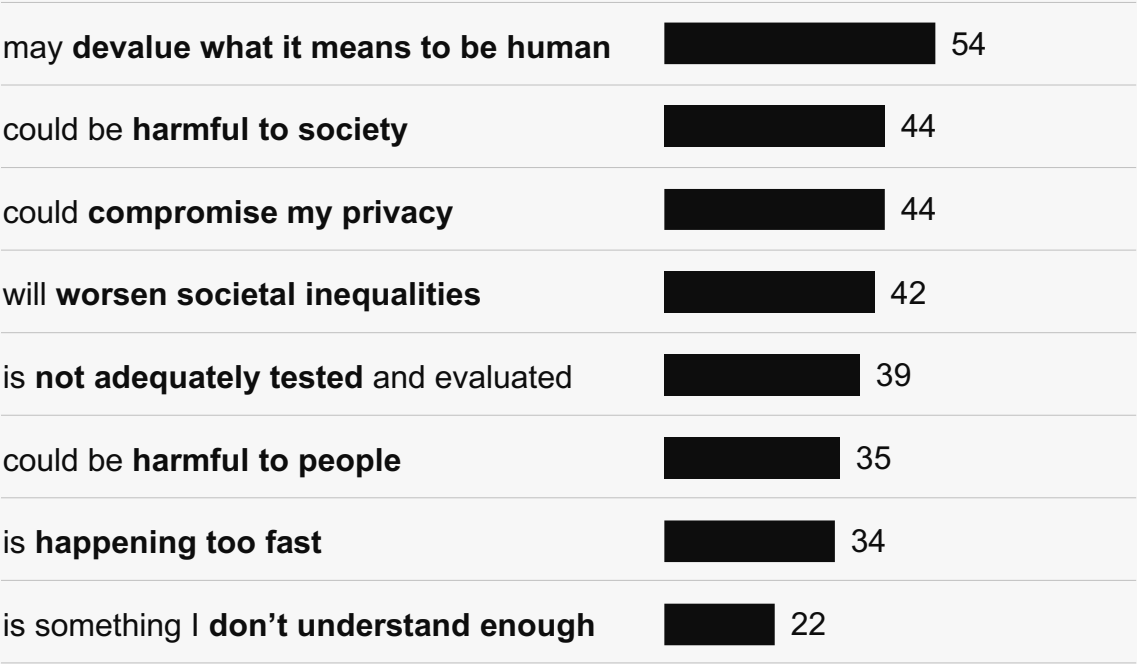


bold font indicates  
50% or more reject AI

# Barriers to AI Adoption: Over 1 in 2 Worried About Devaluation of Humanity

Among those in France **who feel less than enthusiastic** about the growing use of AI, percent who say

I am less than enthusiastic about AI because it ...



# Paving the Way for AI Enthusiasm

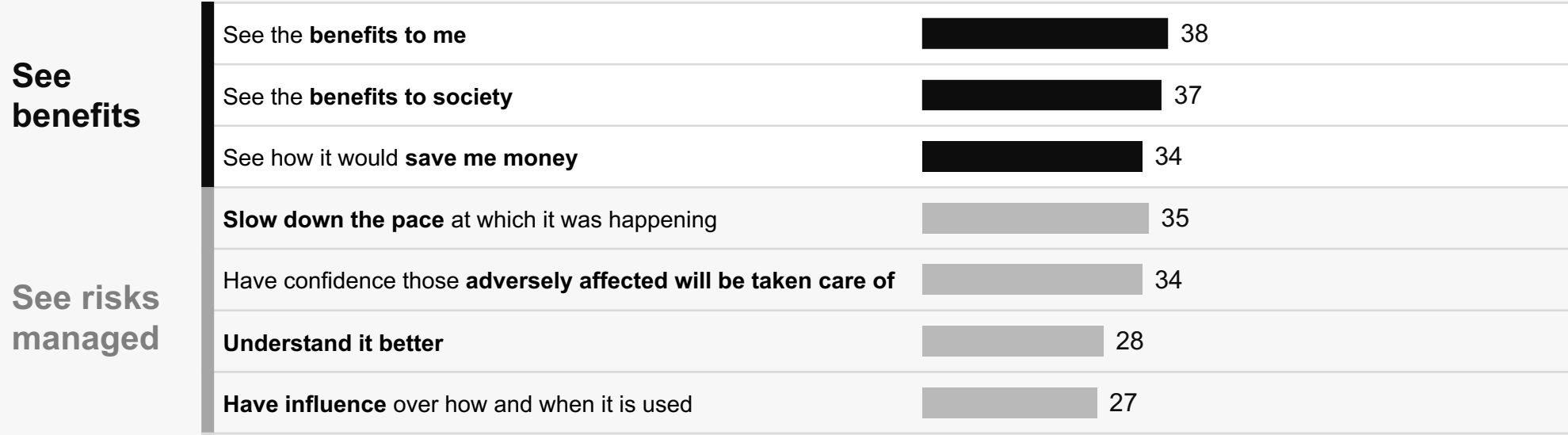




# To Increase Enthusiasm for AI: Show Me Benefits, Manage the Risks

Among those in France who feel less than enthusiastic about the growing use of AI, percent who say

I would feel more positive about AI if I could ...



# To Increase Enthusiasm for AI: Government and Expert Support Matter Most

Among those in France who feel less than enthusiastic about the growing use of AI, percent who say

I would feel more positive about  
AI if I could ...

See  
institutional  
support

Trust government to ensure it was implemented safely 35

Trust NGOs to work with local authorities to deal with its impact 26

Trust business to thoroughly test it 25

Trust media to provide accurate, unbiased analysis 20

See expert  
and peer  
endorsement

See experts endorse it 32

See my family and friends embrace it 19

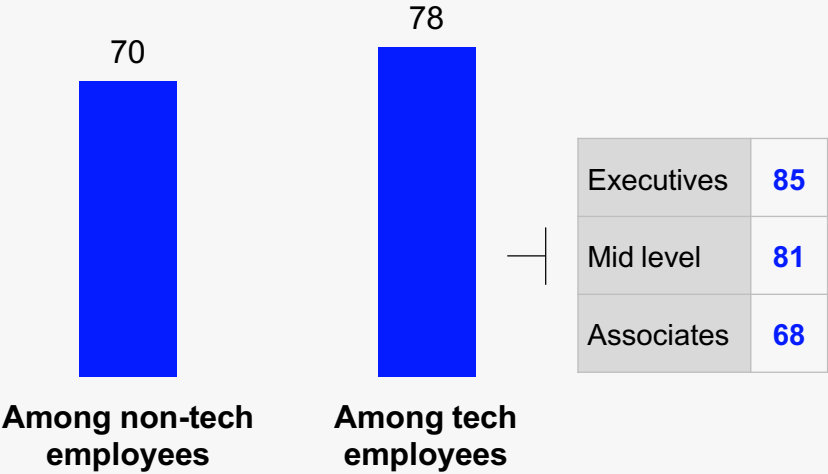


# Tech Employees Trust Their Employer on Innovation, With High Expectations to Tackle Societal and Ethical Issues

Percent who say

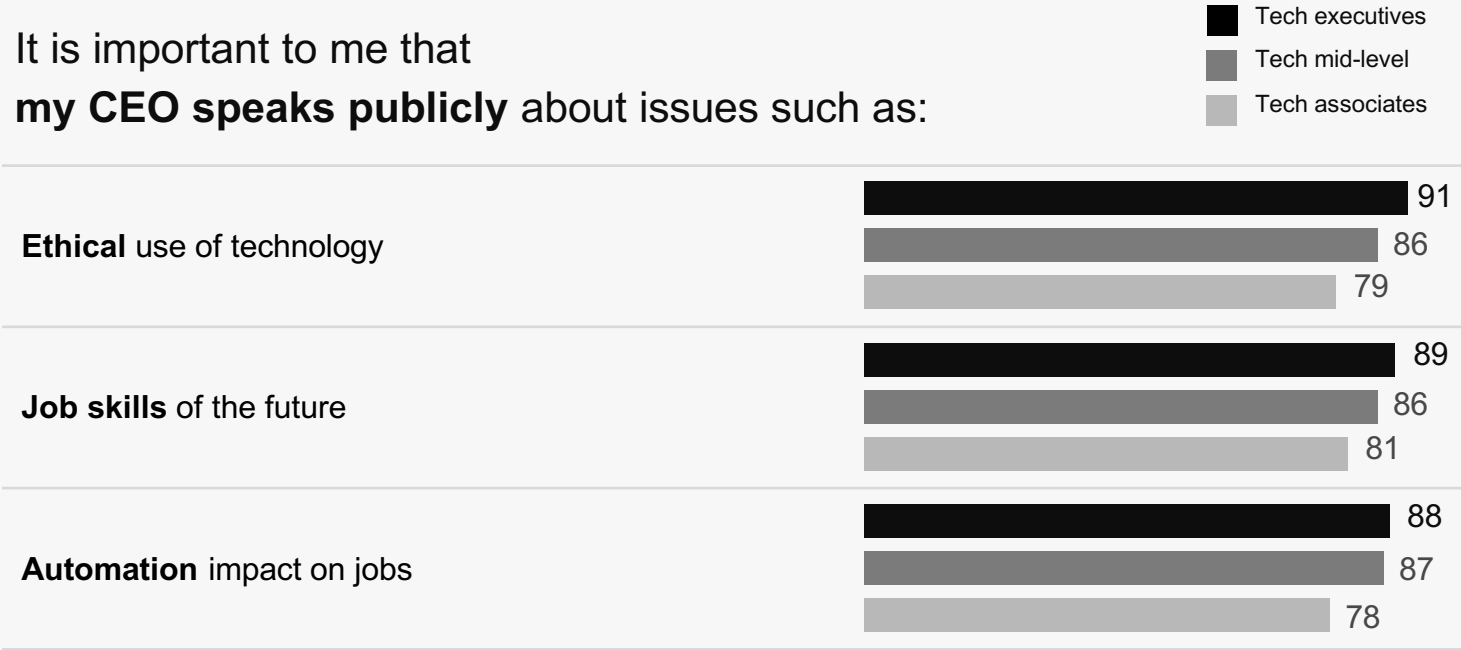


I trust my employer with the introduction of innovations into society



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

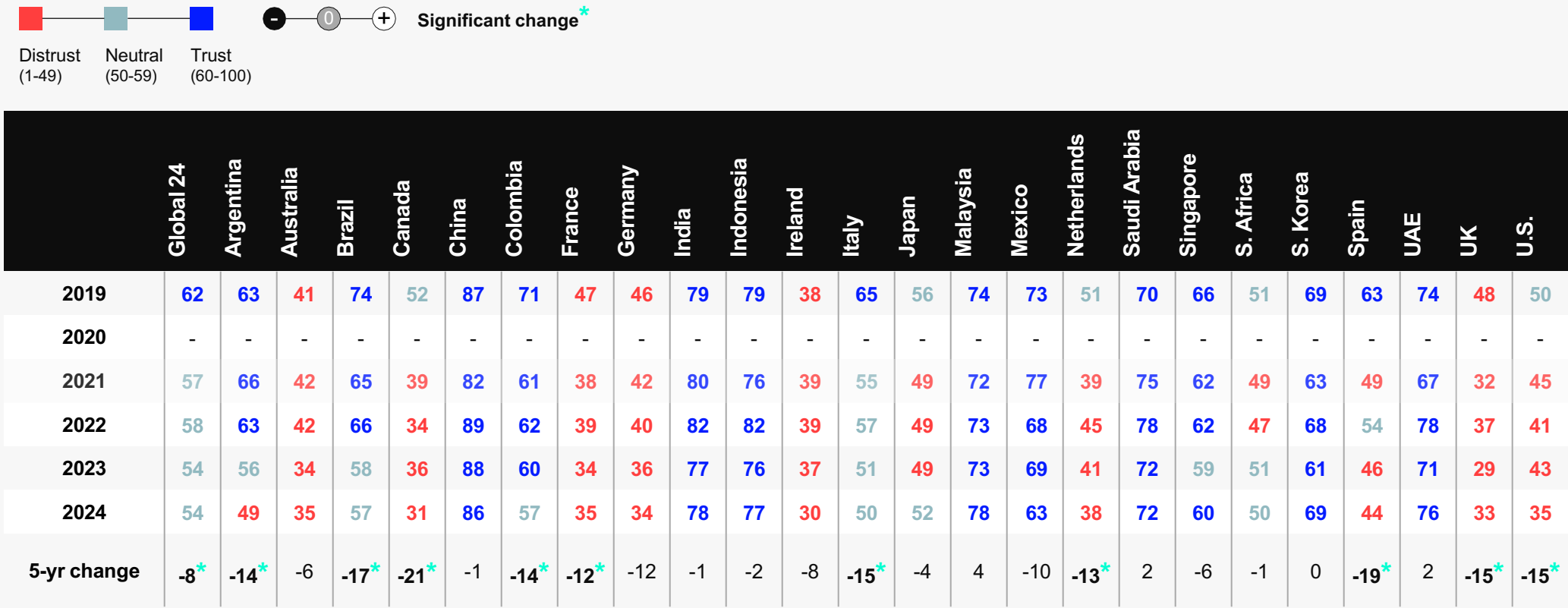


2024 Edelman Trust Barometer. TEC\_TRU. How much do you trust each of these technologies? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg., and among those employed in each sector (Q43/1 and Q420/X).



# 5 Year Trend: Trust in AI Companies by Country

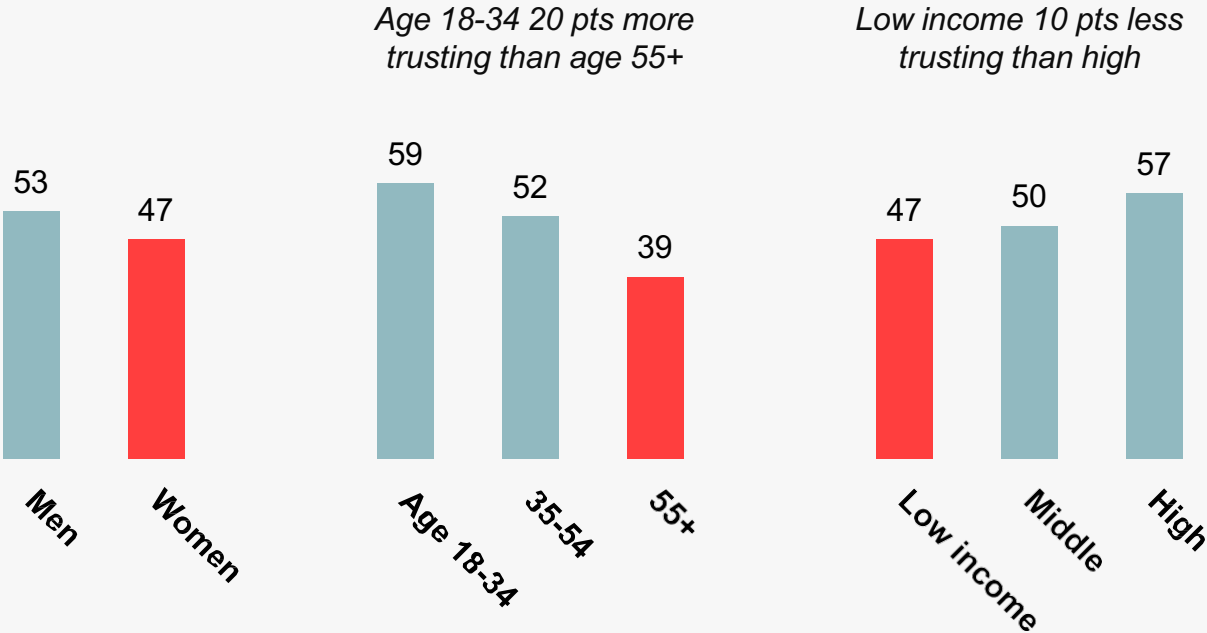
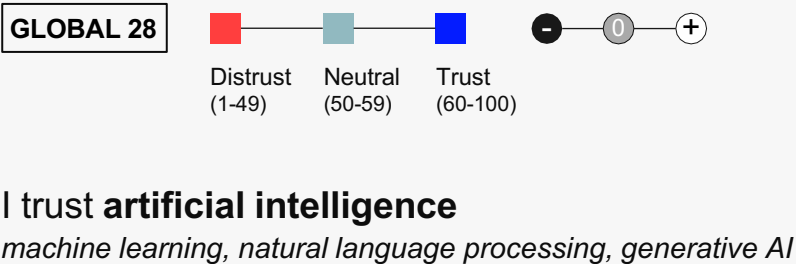
Percent trust in AI companies



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

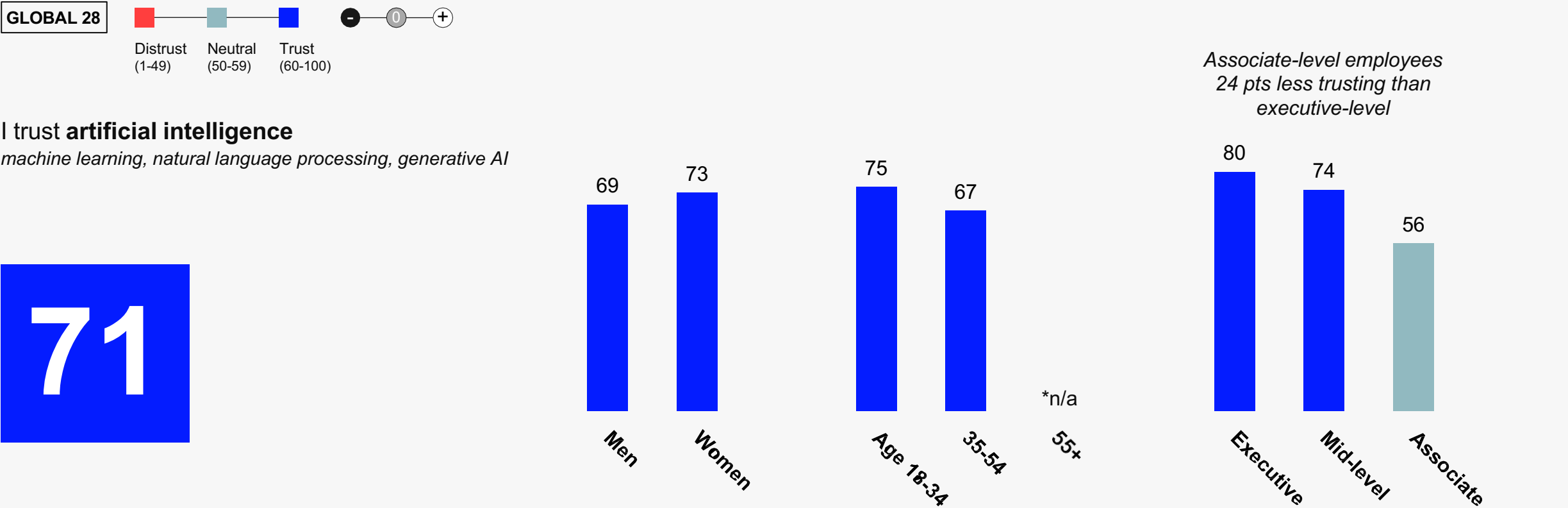
Percent trust in AI technology





# Most Tech Employees Trust AI

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



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

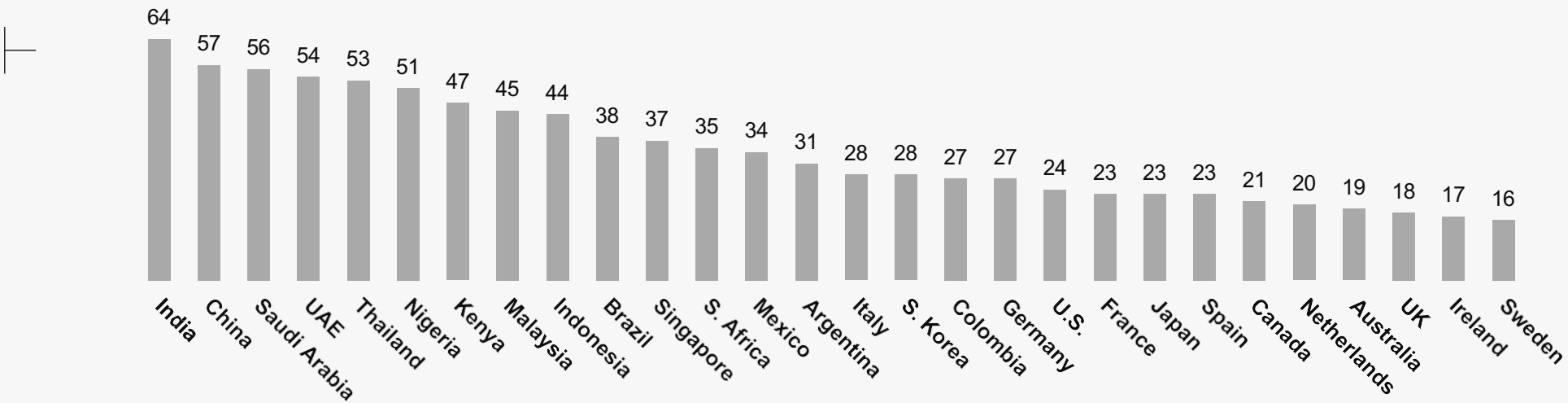
Percent who say

GLOBAL 28

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

34%

Green energy	54
Gene-based medicine	35
GMO foods	21

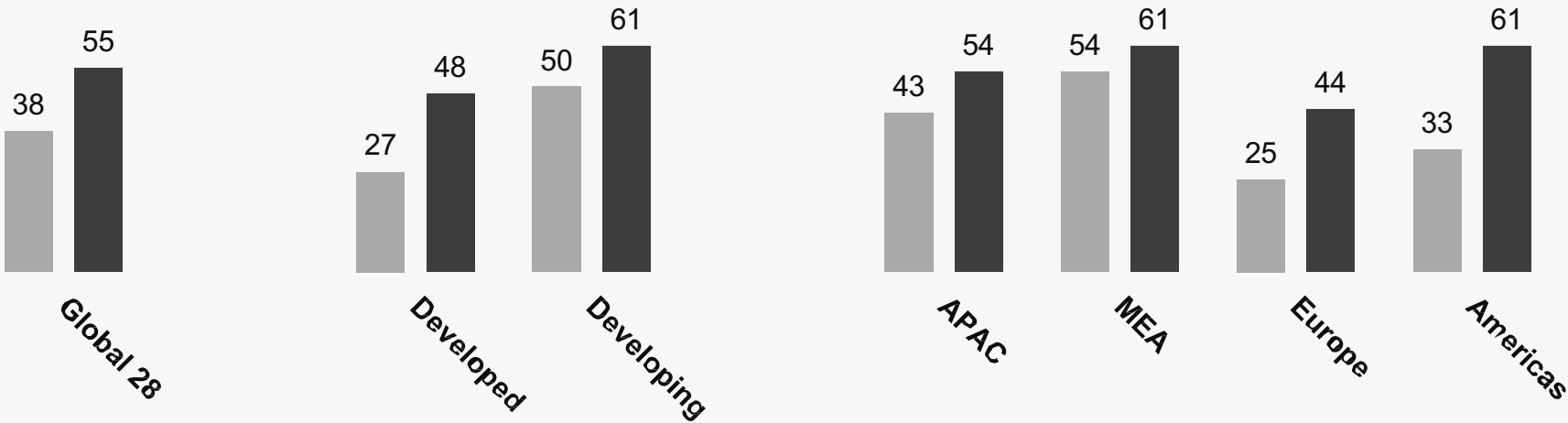


# Tech Employees Have Greater Trust in AI Regulation, Yet Nearly Half Harbor Doubts

Percent who say

GLOBAL 28

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



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

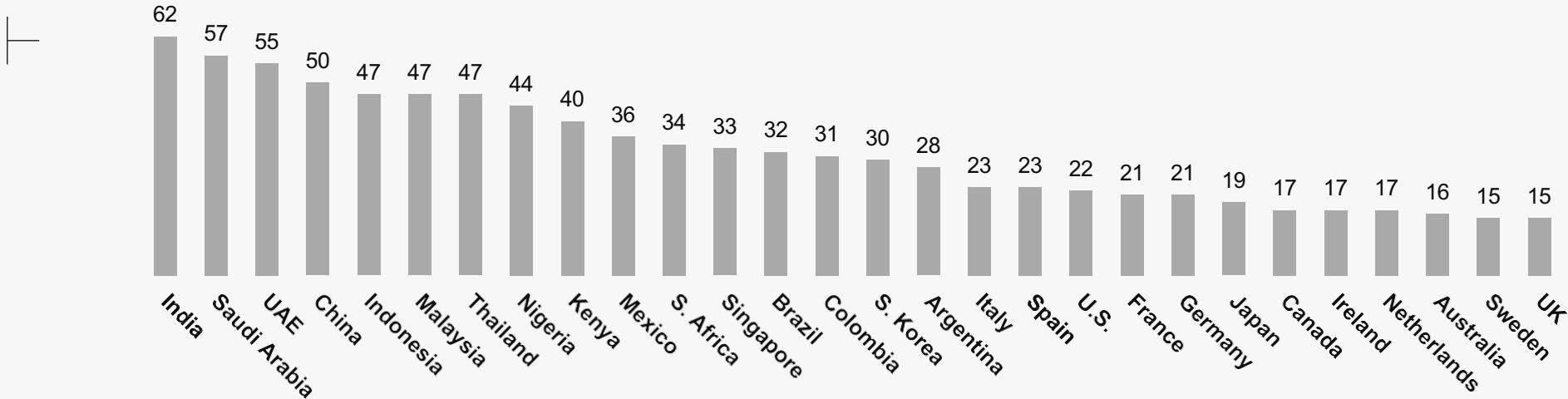
Percent who say

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

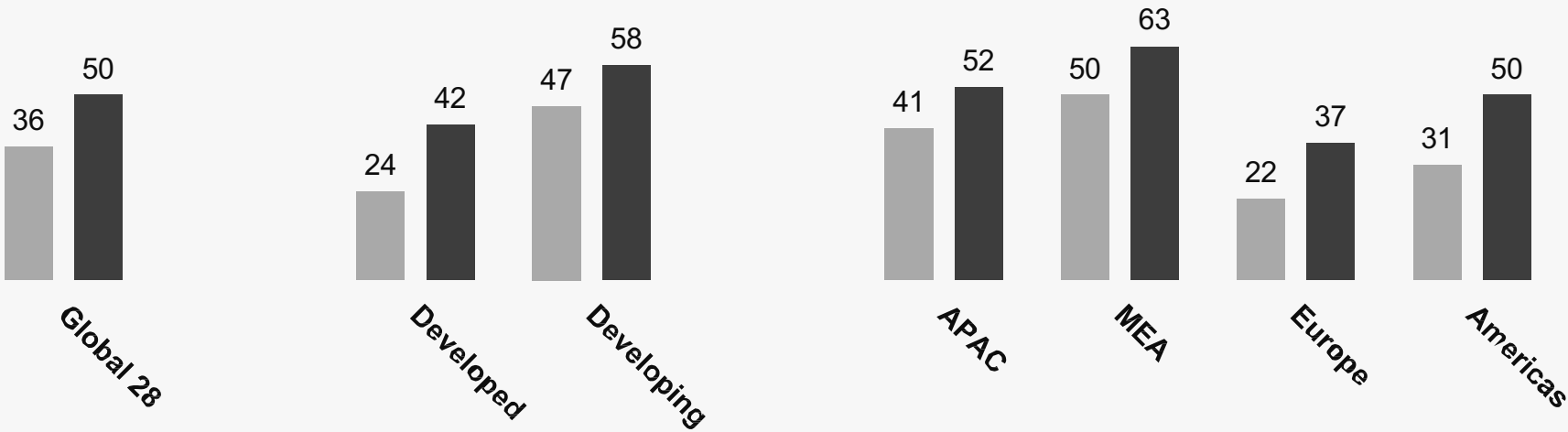


# Tech Sector Employees Feel More in Control Over How AI Affects Their Lives

Percent who say

GLOBAL 28

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



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

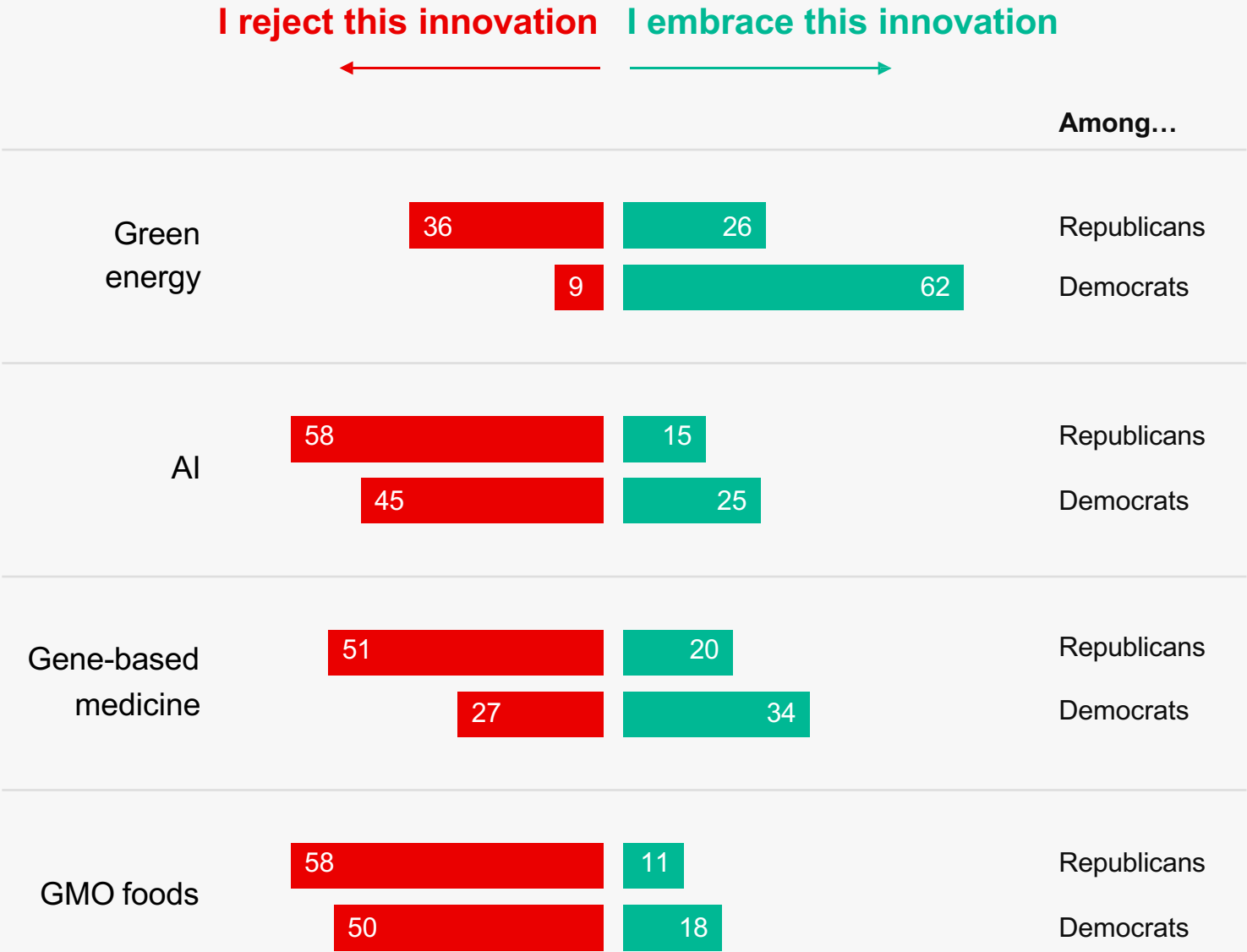


# Among Republicans: More Rejection, Less Enthusiasm for Emerging Technologies

Percent who say, in the U.S.

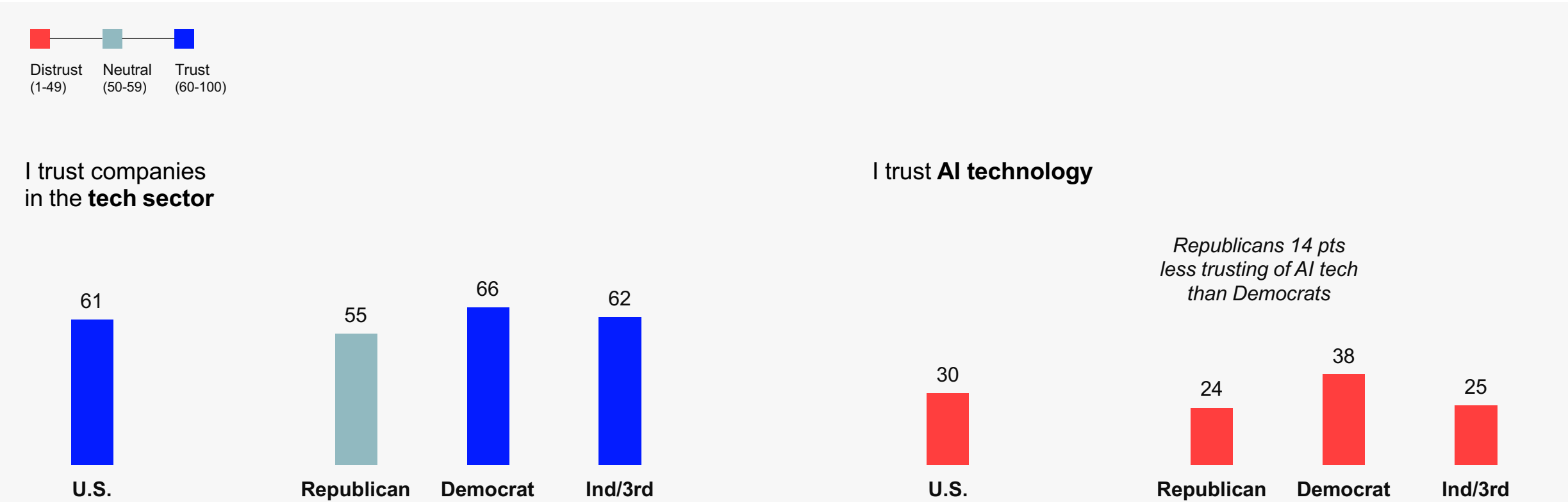


2024 Edelman Trust Barometer. CHG\_TEC\_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, U.S., by political affiliation.



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

Percent trust, in the U.S.



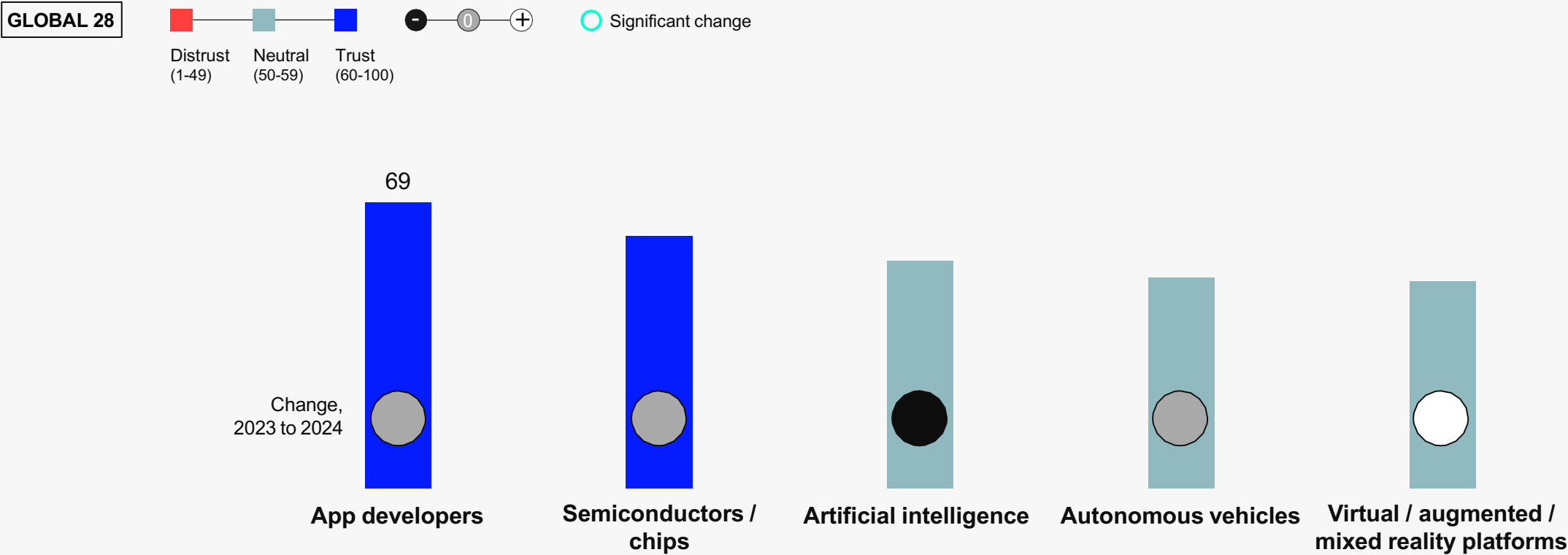


# Trust Technology Sub-Sectors



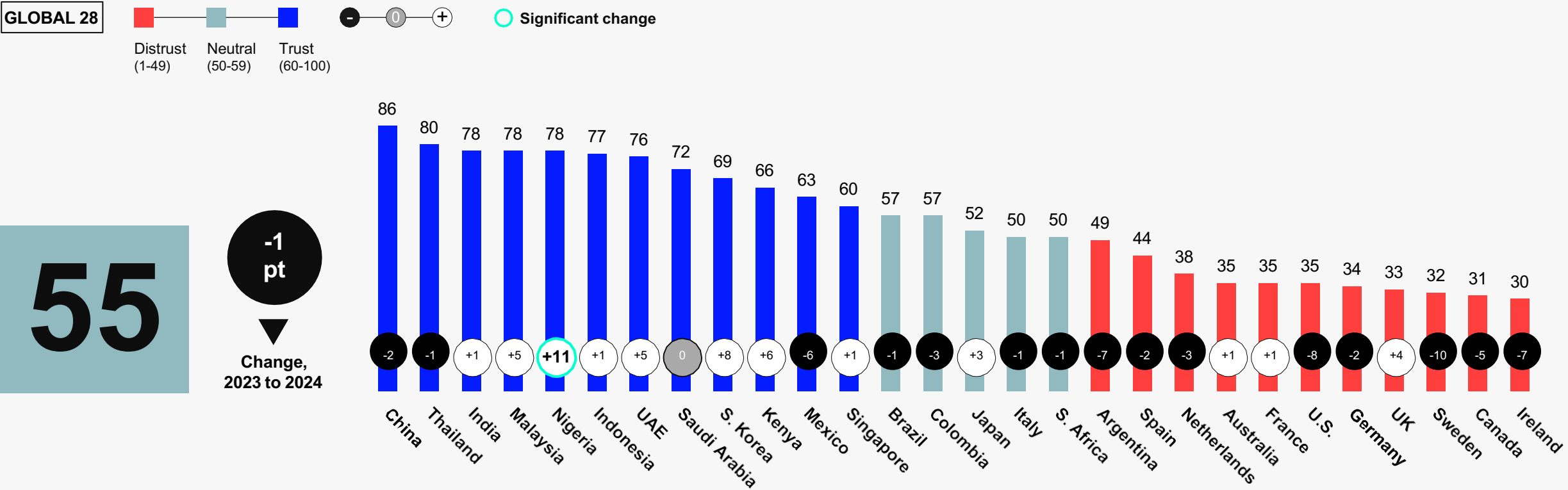
# Trust in Technology Subsectors: No Subsector Distrusted

Percent trust in companies within each technology subsector



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

Percent trust in companies within the AI subsector

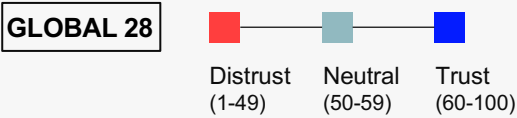


2024 Edelman Trust Barometer. TRU\_SUB\_TEC. Now thinking about specific sectors within the technology industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population,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

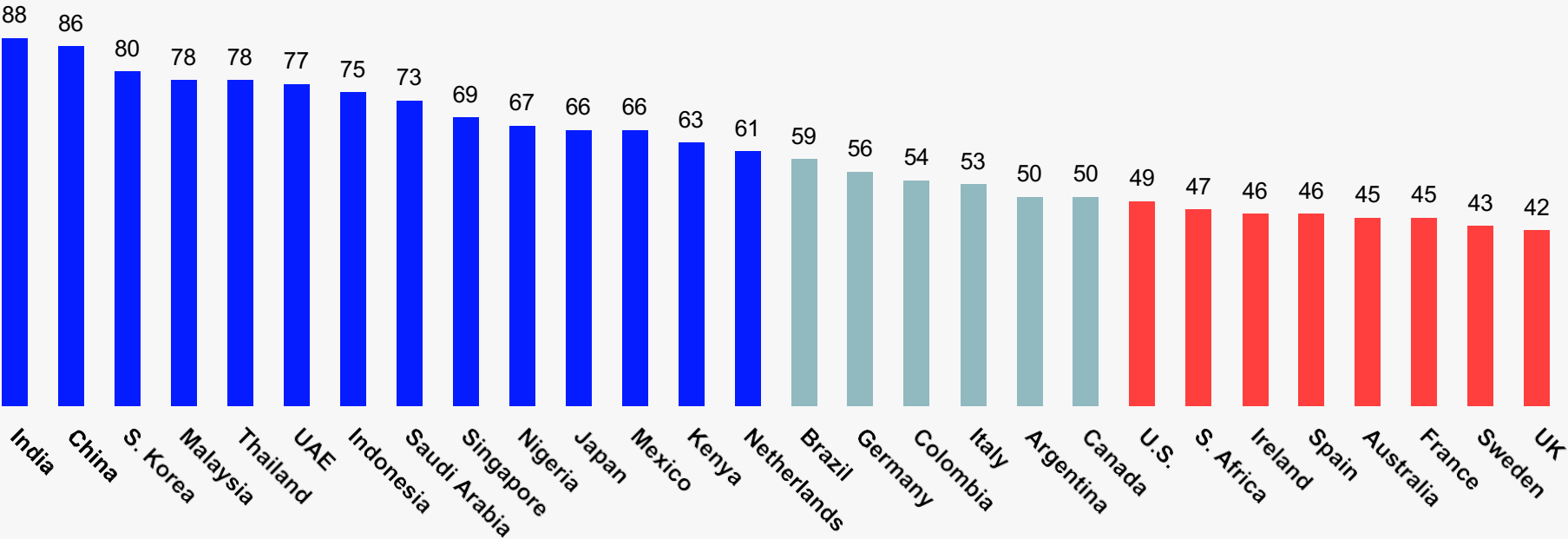


# Technology Subsector: Semiconductor/Chip Companies Trusted in 14 of 28 Countries

Percent trust in companies within the semiconductor/chip subsector



61

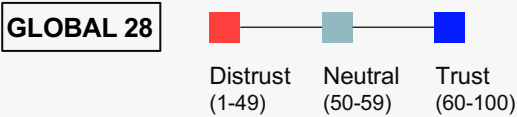


2024 Edelman Trust Barometer. TRU\_SUB\_TEC. Now thinking about specific sectors within the technology industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population,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

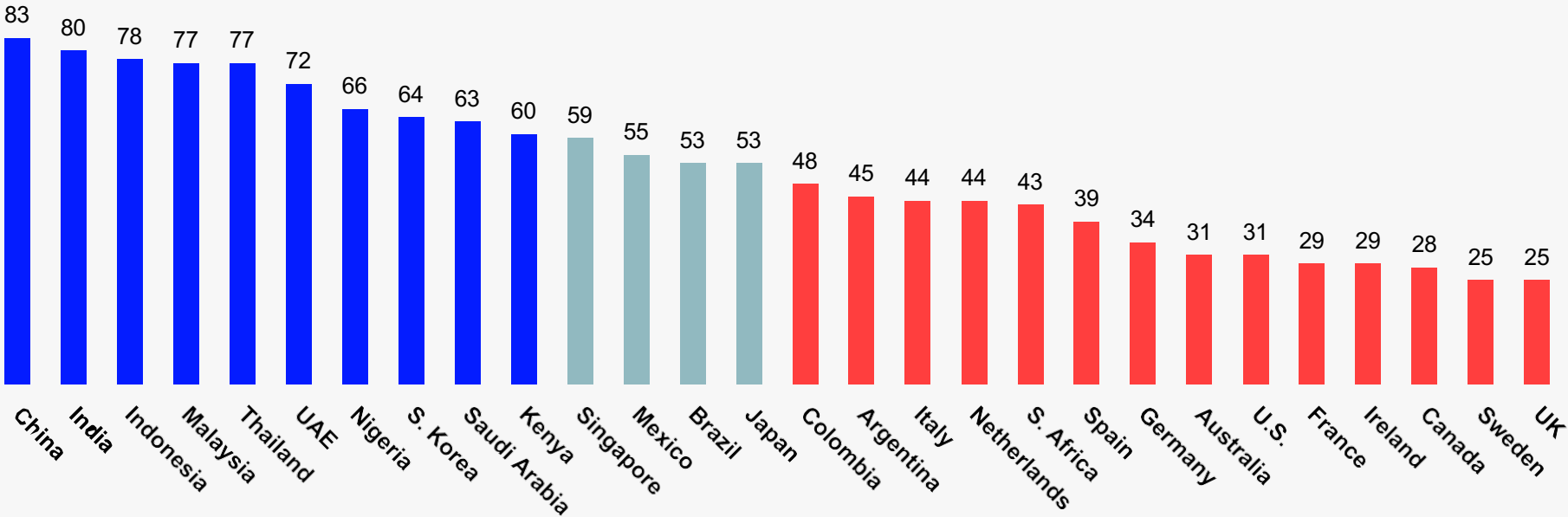


# Technology Subsector: Autonomous Vehicle Companies Not Trusted in 18 of 28 Countries

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



51

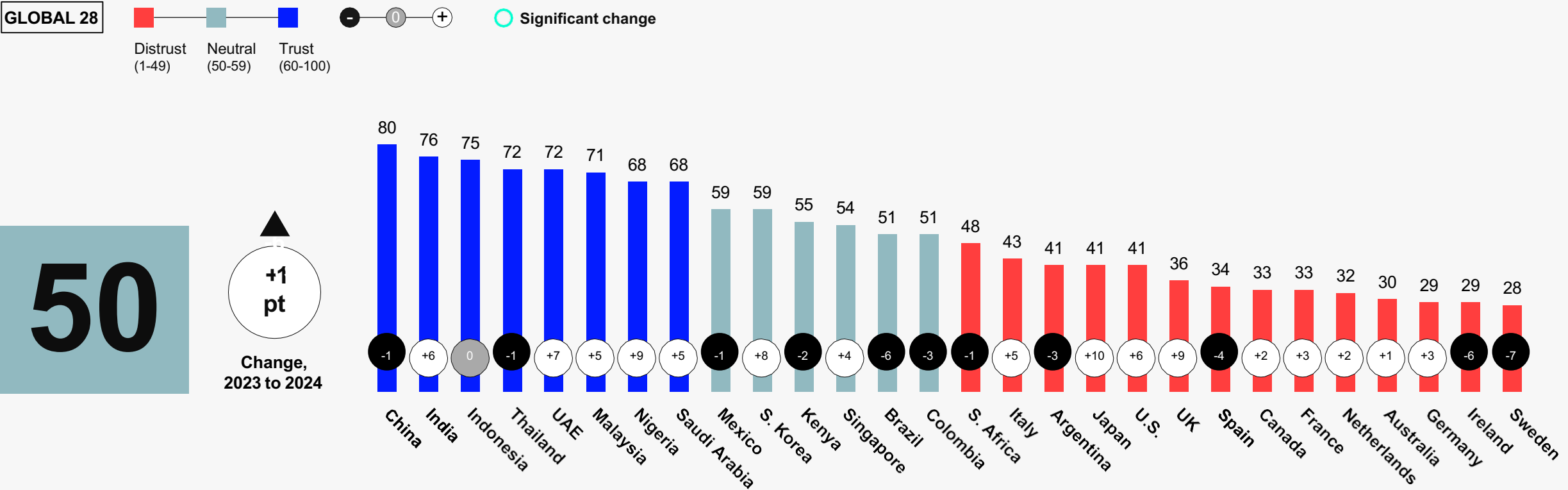


2024 Edelman Trust Barometer. TRU\_SUB\_TEC. Now thinking about specific sectors within the technology industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population,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

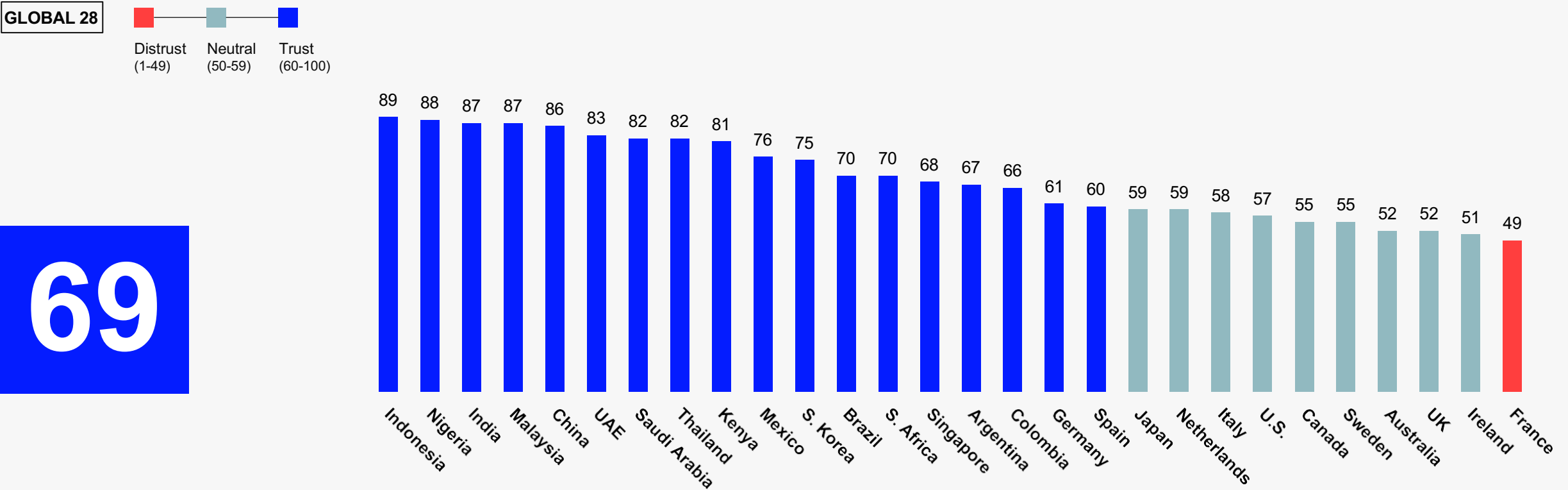


2024 Edelman Trust Barometer. TRU\_SUB\_TEC. Now thinking about specific sectors within the technology industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population,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



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.

