

2024 Edelman Trust Barometer

UK Report



2024 Edelman Trust Barometer

Methodology

Annual online survey in its 24th year

Fieldwork conducted: Nov 3 – Nov 22, 2023



Argentina	Colombia	Ireland	Mexico	S. Africa	UAE
Australia	France	Italy	Netherlands	S. Korea	UK 
Brazil	Germany	Japan	Nigeria	Spain	U.S.
Canada	India	Kenya	Saudi Arabia	Sweden	
China	Indonesia	Malaysia	Singapore	Thailand	

Data collected is representative of the general population across age, gender, region and ethnicity/nationality (where applicable) within each country.

**The sample size varies by country from 1,109 to 1,500.
 28-market global data margin of error: General population +/- 0.7 percentage points (n=32,492)
 Country-specific data margin of error: General population +/- 3.3 to 3.9 percentage points (varies by country based on sample size, n=1,109 to n=1,500)
 Margin of error is calculated at the 99% confidence level

Global averages

Unless otherwise indicated, global averages are composed of all 28 countries surveyed.

Statistical significance



Indicates a statistically meaningful difference or change in the data that is unlikely to be due to chance or a random fluctuation.

All indicated year-over-year significant changes were determined using a t-test set at a 99%+ confidence level.

Shortened question text

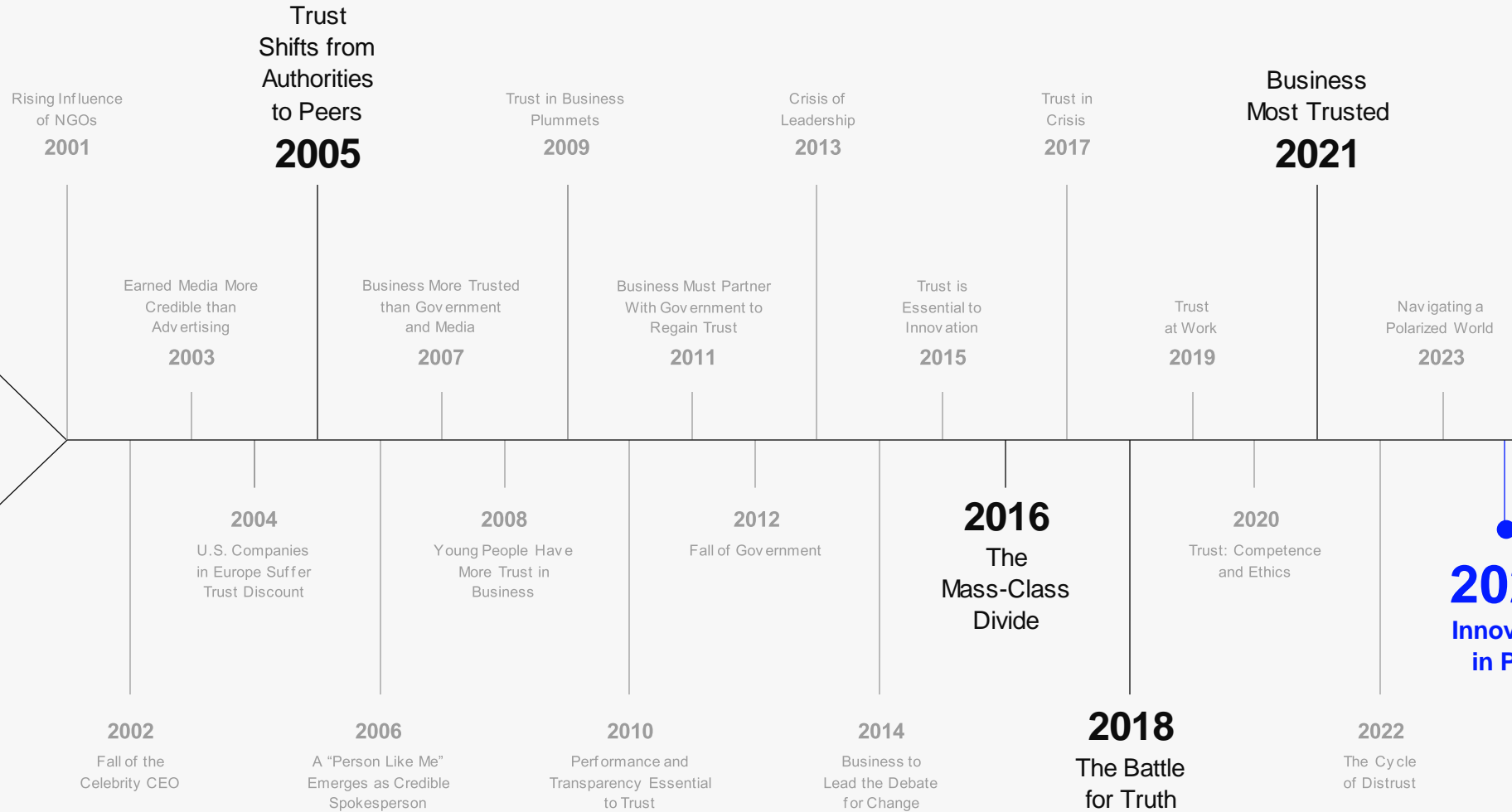
Throughout the report, question text has been edited for readability.

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



24

Years of Trust:
power shifts,
divisions deepen



A Global Referendum on Innovation in Society



Top row, left to right: [The Lancet](#), [Washington Post](#), [Reuters](#), [Reuters](#)

Bottom row, left to right: [Reuters](#), [CNN](#), [APNews](#), [Politico](#)

Far right: [Time](#)



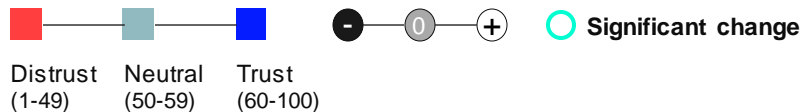
The Decline of Authority



Trust Index 2023 to 2024: Developing Countries Lead on Trust

Trust Index

(average percent trust in NGOs, business, government, and media)



2024 Trust Index among

Developing countries **63**
Developed countries **49**

2024 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg., and by developed and developing countries. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Due to a translation inconsistency in France, the 2023 Trust Index has been imputed using a model. For more details, please see the Technical Appendix.

2023 General population

55	Global 28
83	China
75	Indonesia
74	UAE
73	India
71	Saudi Arabia
66	Singapore
66	Thailand
63	Kenya
62	Malaysia
61	Mexico
56	Nigeria
54	Netherlands
53	Brazil
52	Canada
51	Colombia
50	Italy
49	Sweden
48	Australia
48	Ireland
48	U.S.
47	France
47	S. Africa
46	Germany
44	Spain
43	UK
42	Argentina
38	Japan
36	S. Korea

2024 General population

56	Global 28
79	China
76	India
74	UAE
73	Indonesia
72	Saudi Arabia
70	Thailand
68	Malaysia
67	Singapore
64	Kenya
61	Nigeria
59	Mexico
56	Netherlands
53	Brazil
53	Canada
52	Australia
50	Italy
49	S. Africa
49	Sweden
47	Colombia
47	France
47	Ireland
46	Spain
46	U.S.
45	Germany
43	S. Korea
39	Argentina
39	Japan
39	UK

Greatest changes in

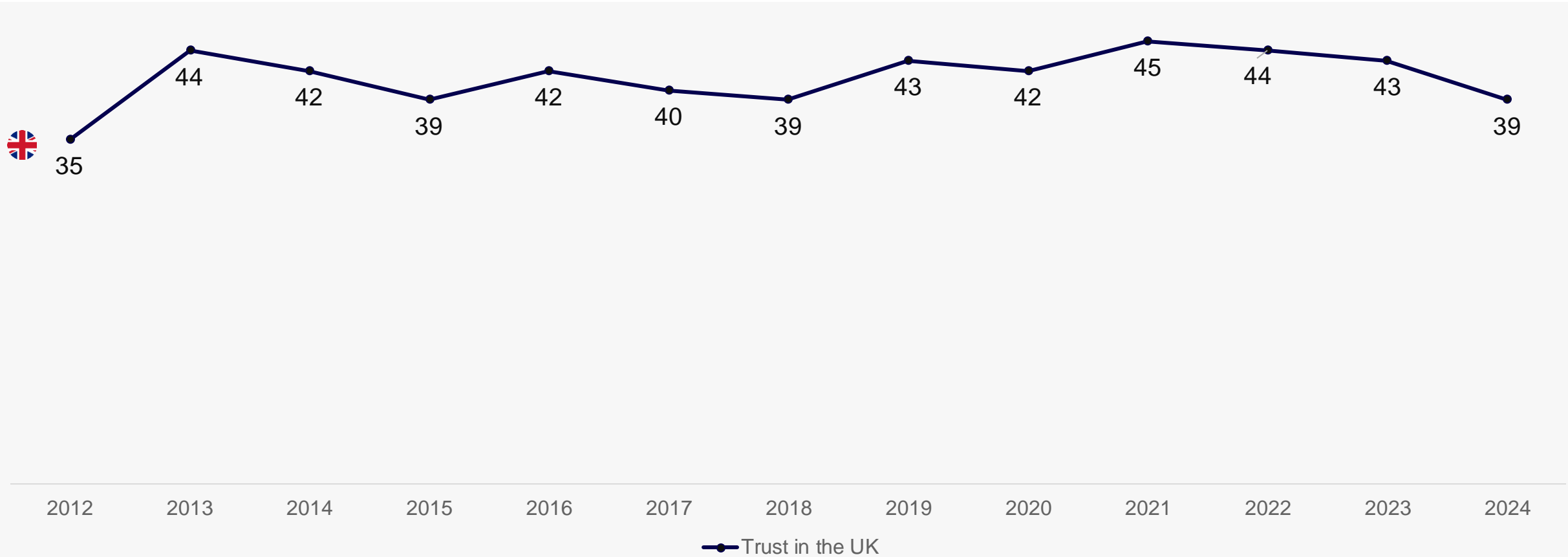
S. Korea	+7
Malaysia	+6
Nigeria	+5
Thailand	+4
Australia	+4
China	-4
Colombia	-4
UK	-4

*UK now among
least-trusting countries*



Trust in in the UK reaches lowest level since 2018

Percent trust, in the UK

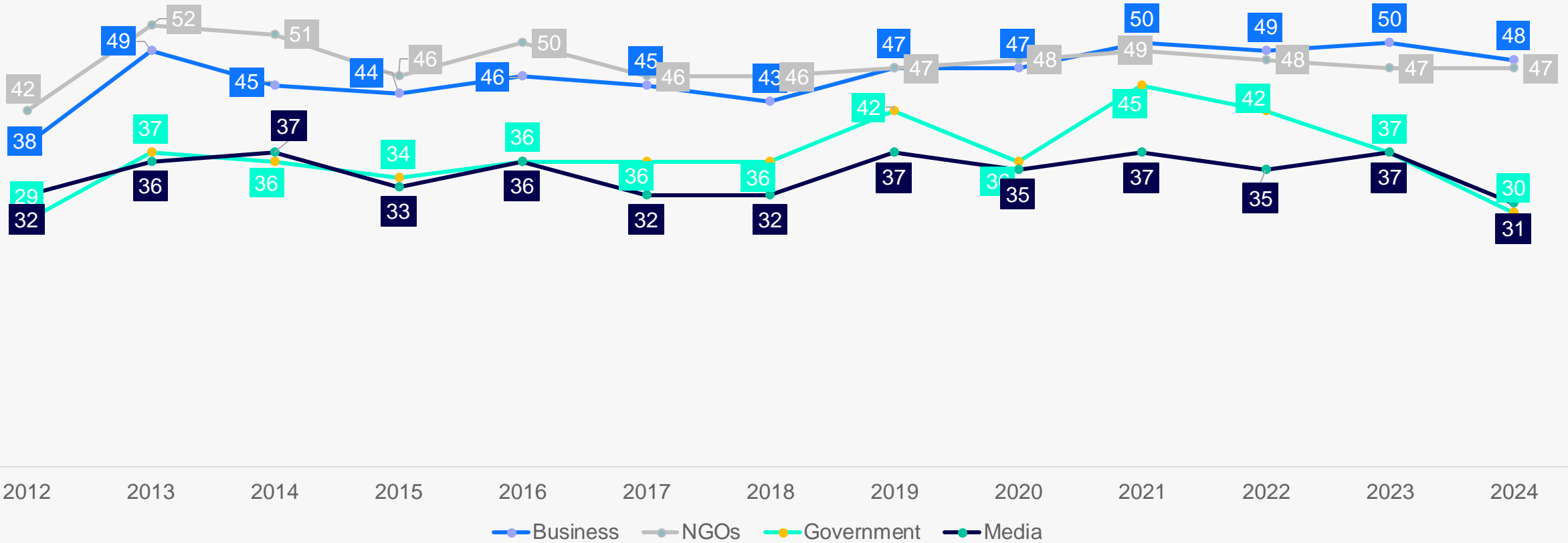


2024 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust.



Trust In Government and Media in the UK at its Lowest Point in Over 10 Years

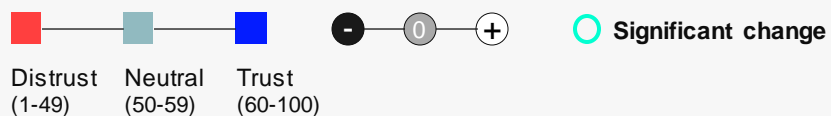
Percent trust, in the UK by institution



Government Distrusted in 17 of 28 Countries, UK Drops by 7pts

Percent trust in government

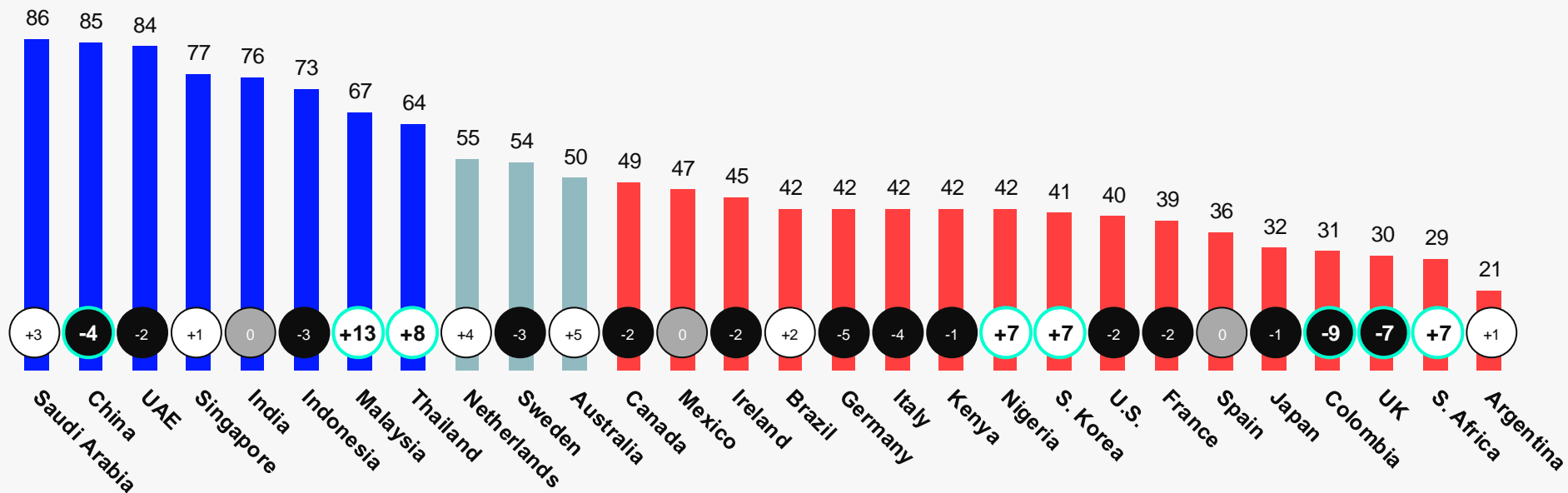
GLOBAL 28



51

+1 pt

Change, 2023 to 2024



2024 Edelman Trust Barometer. 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. 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 government in general data has been imputed using a model. For more details, please see the Technical Appendix.

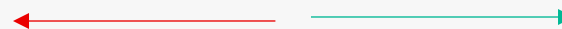


UK Taking an Increasingly Negative View on Government Efficacy, Honesty and Principles

Percent choosing negative / positive statements

Opinions on government in general

Negative Positive



Completely ineffective agent of positive change



Highly effective agent of positive change

Corrupt and biased



Honest and fair

Does not have a vision for the future that I believe in



Has a vision for the future that I believe in

Serves the interests of only certain groups of people



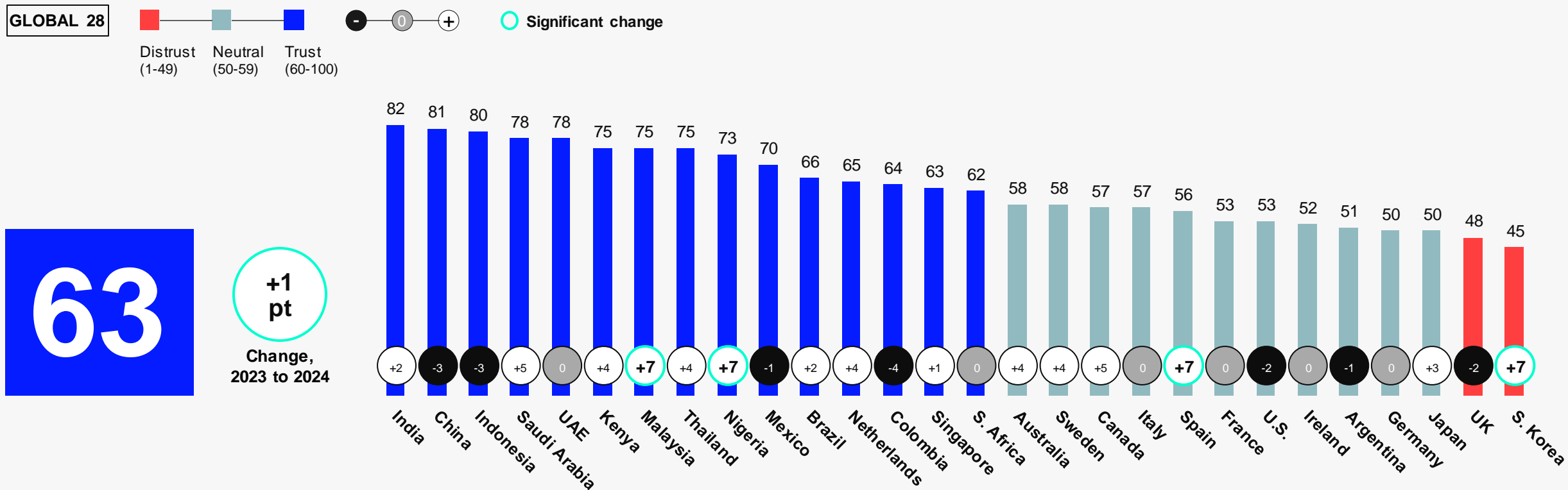
Serves the interests of everyone equally and fairly

Change, 2023 to 2024



Business Trusted in 15 of 28 Countries, but Distrusted in UK

Percent trust in business



2024 Edelman Trust Barometer. 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. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

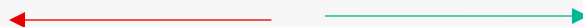


People Hopeful that Business Can Provide a Unifying Vision, BUT Faith Has Been Dented in its Efficacy, Honesty and Principles

Percent choosing negative / positive statements

Opinions on business in general

Negative Positive



Completely ineffective agent of positive change



Highly effective agent of positive change

Corrupt and biased



Honest and fair

Does not have a vision for the future that I believe in



Has a vision for the future that I believe in

Serves the interests of only certain groups of people



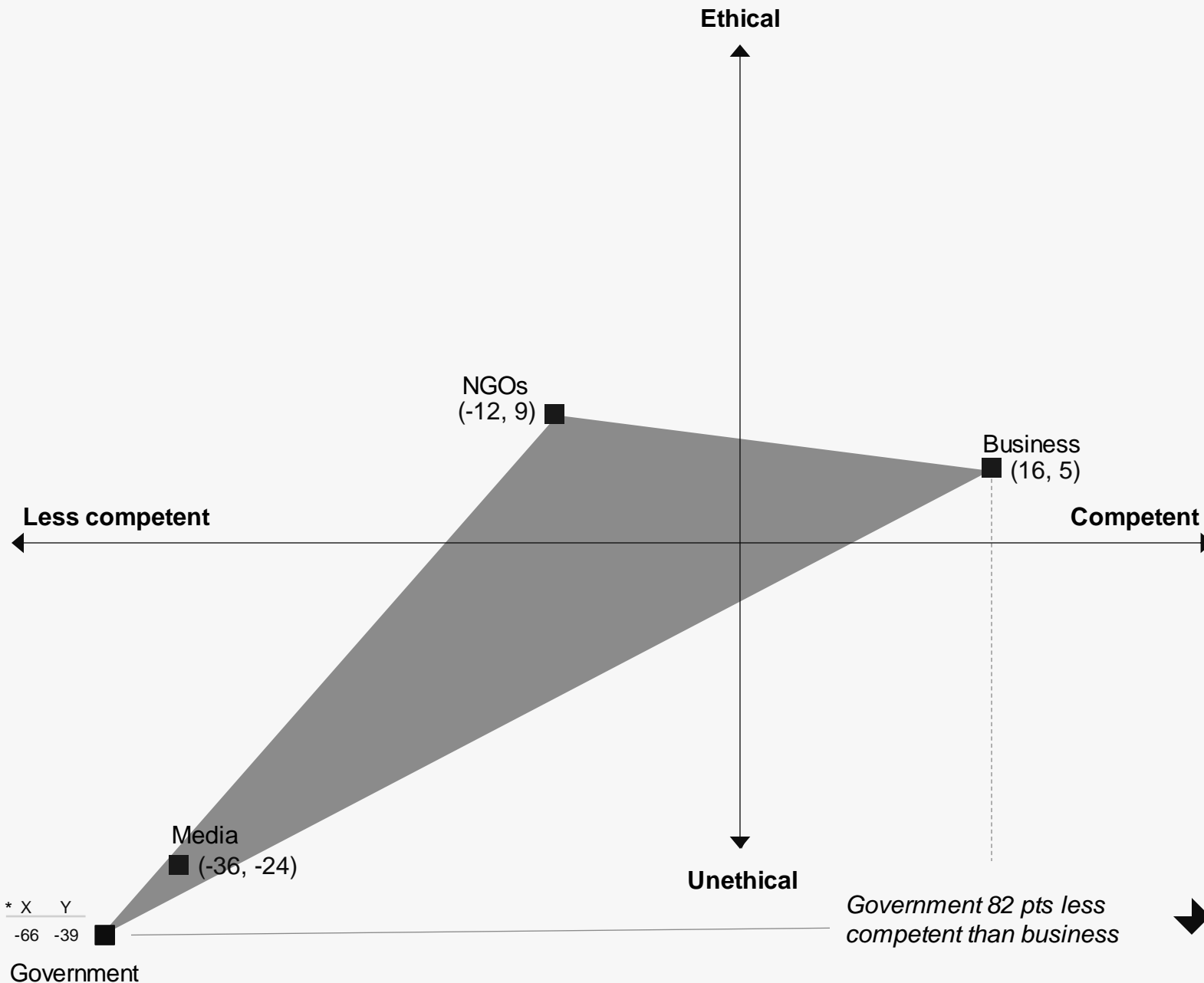
Serves the interests of everyone equally and fairly

Change, 2023 to 2024



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

(Competence score, net ethical score)



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, UK. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

*Coordinates provided for reference: government point not shown to scale

Establishment Leaders Not Trusted to Tell the Truth

Percent who worry, in the UK

● 0 ● + Significant change



Government leaders



Business leaders



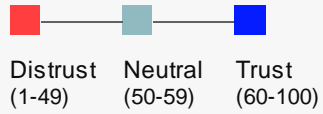
Journalists and reporters

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

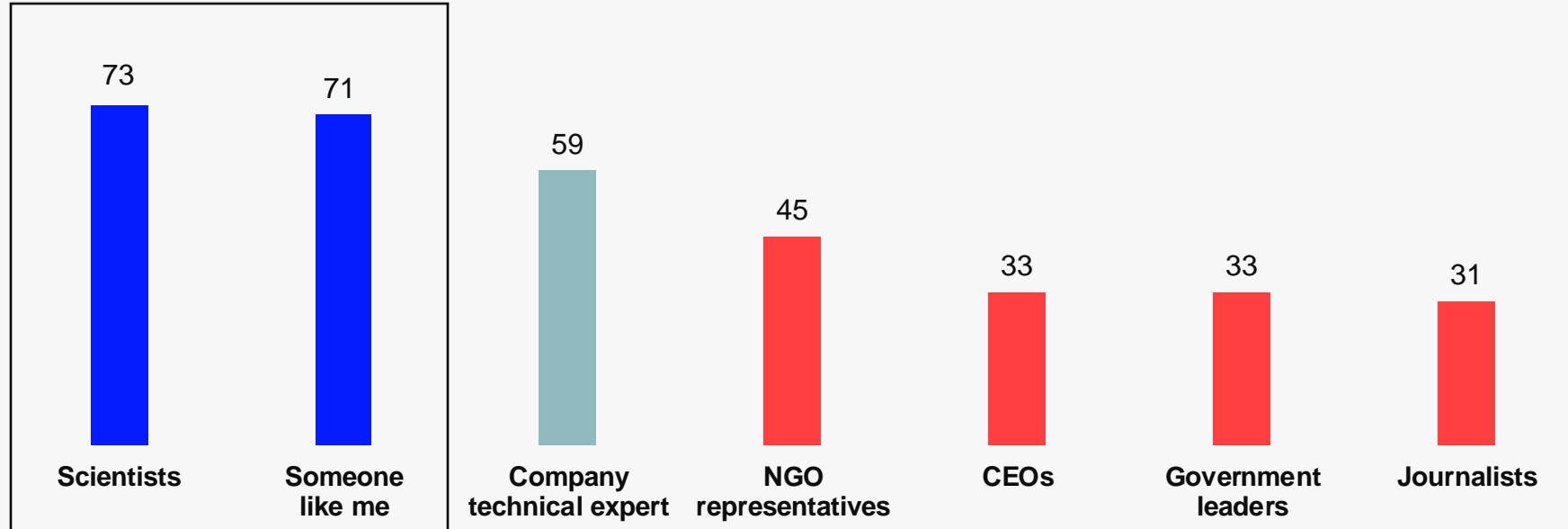


Dispersion of Authority: Peers on Par With Scientists

Percent trust, in the UK



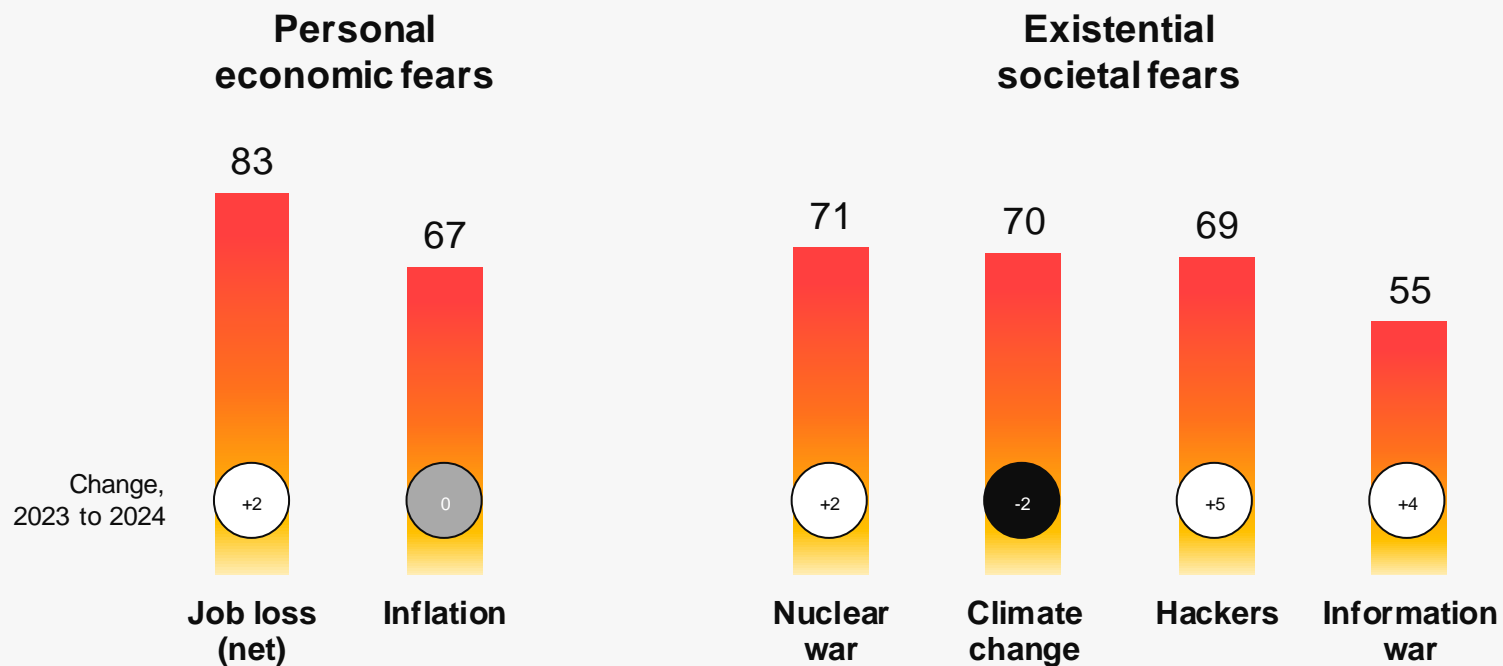
I trust each to tell me the truth about new innovations and technologies



Societal Fears on Par with Personal Economic Fears

In the UK, percent who worry about...

○ Significant change

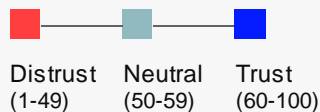


2024 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Some attributes asked of half the sample. General population, UK. Job loss asked of those who are an employee of an organization (Q43/1). Job loss is a net of attributes 1-3, 5, and 22-24. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



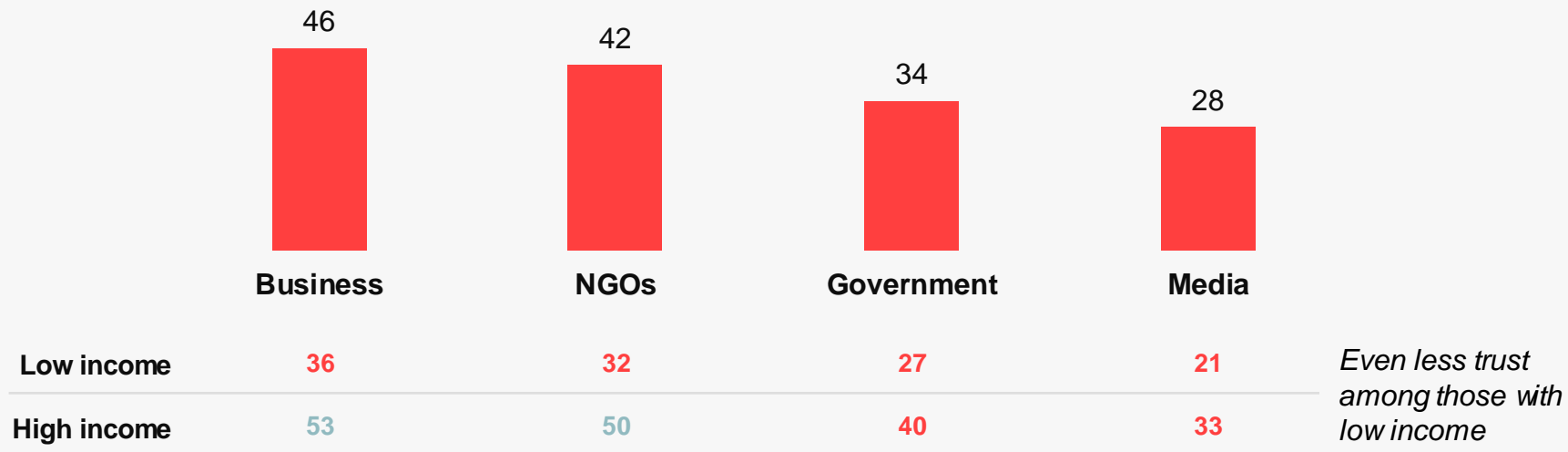
All Institutions Distrusted to Integrate Innovation into Society

Percent trust, in the UK



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, UK, and by income.



Growing Discontent about Society and a Demand for Change

Percent who say this is true

65% **+5 pts**
Change, 2022 to 2024

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

72% **+5 pts**
Change, 2022 to 2024

We need forceful reformers in positions of power to bring about much-needed change

77% **+10 pts**
Change, 2022 to 2024

The system is biased against regular people and in favour of the rich and powerful



Innovation is on the Ballot



Government Lacks Competence to Regulate Emerging Innovations

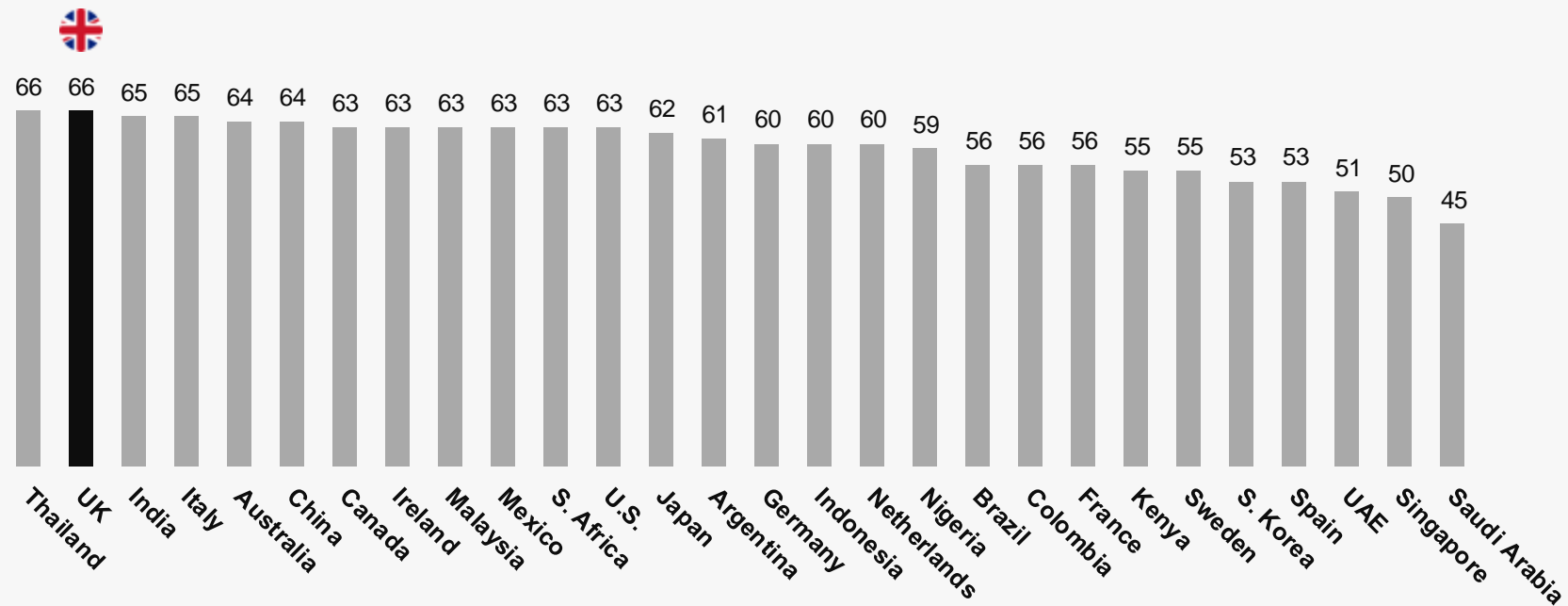
Percent who say this is true

GLOBAL 28

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

59%

Majority in 26 of 28 countries say government not regulating well



2024 Edelman Trust Barometer. POP_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is using a nine-point scale where one means it is "not at all true" and nine means it is "completely true". 9-point scale; top 4 box, true. General population, 28-mkt avg.



Globally, Nearly 2x More Likely to Fear Innovation Poorly Managed

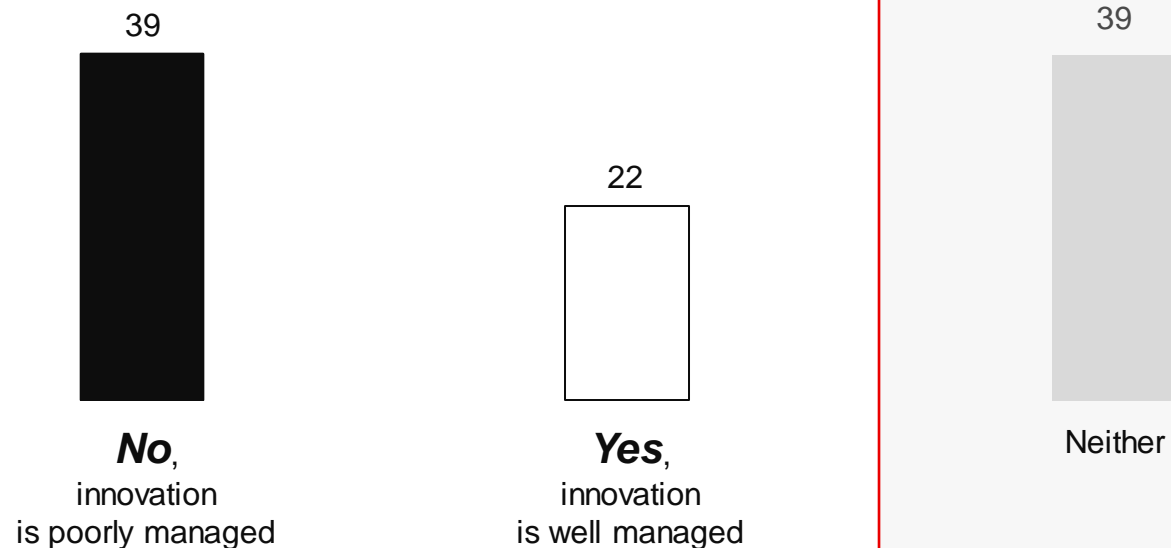
On average, percent who say

GLOBAL 28

In thinking about innovation –

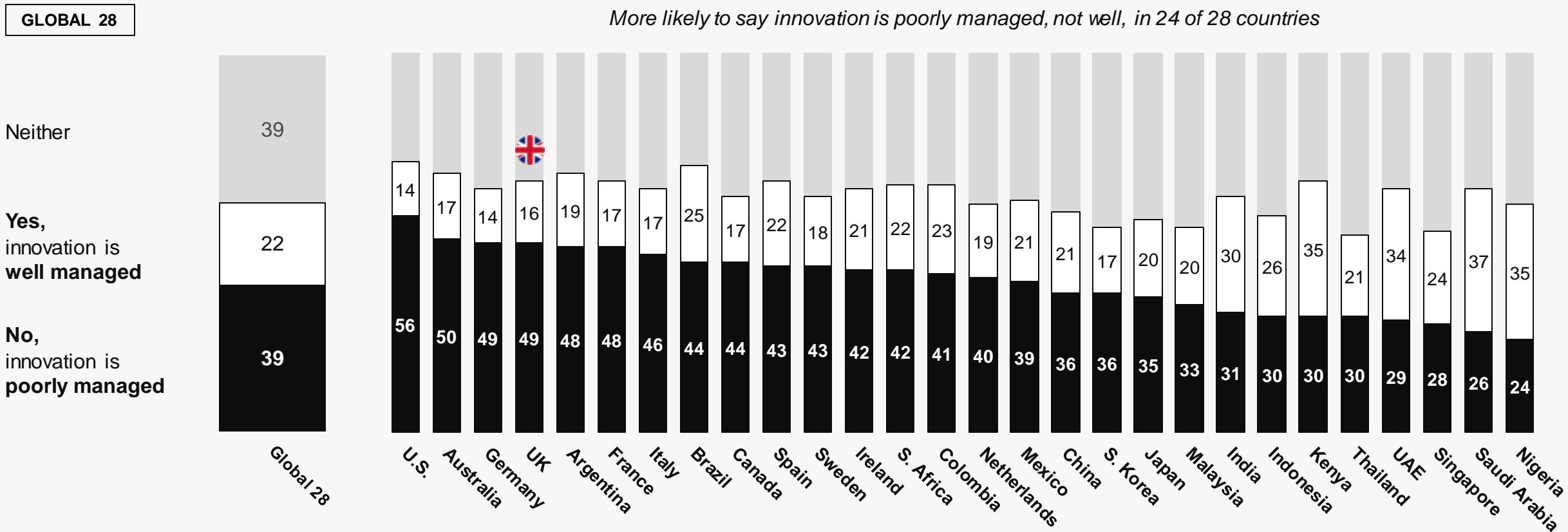
- *Do I trust how **business** and **NGOs** introduce innovations into society?*
- *Can **government** regulate new technologies?*
- *Is science independent of **politics** and **money**?*

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

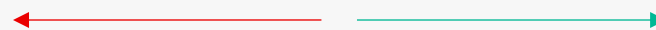


When Institutions Mismatch Innovation: More Rejection, Less Enthusiasm for Emerging Technologies

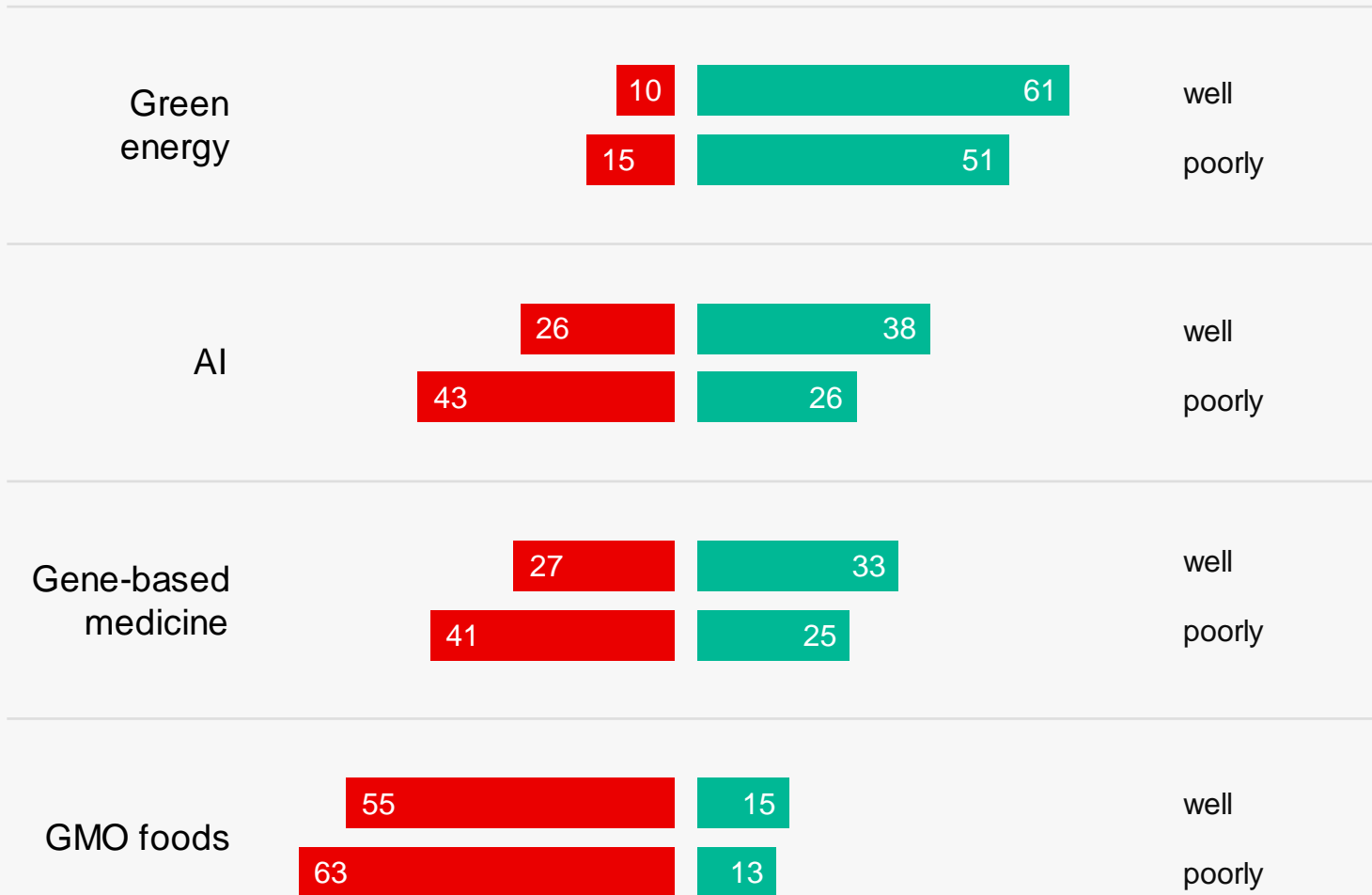
Percent who say

GLOBAL 28

I reject this innovation I embrace this innovation



Innovation is managed ...



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.



Restoring Trust in the Promise of Innovation



To Be Trusted With Innovation, Be Transparent About Both Benefits and Risks

Percent who say this is **important** to earning or keeping their trust in each institution to be good managers of change, in the UK, showing the top 3 actions

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

Business	%	NGOs	%	Government	%	Media	%
Fully test new innovations	84	Communicate pluses and minuses	75	Regulate to ensure safety and fairness	82	Investigate innovations	81
Keep innovations affordable	83	Hear our concerns, let us ask questions	74	Institute safeguards	81	Hear our concerns, let us ask questions	80
Communicate pluses and minuses	83	Help people keep up	74	Communicate pluses and minuses	80	Communicate pluses and minuses	80



2024 Edelman Trust Barometer. 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? 6-point scale; top 3 box, moderately or more important. Media and NGOs were only asked of half the sample. General population, UK. Data showing the top 3 trust-building actions, with ties broken by decimal.



Clear Preferences for Caution and Care Over Speed When it Comes to New Technology

Percent who say

70%

vs.

30%

CEOs should develop and deliver new technologies and innovations slowly and with great care to reduce the chances that they will have harmful consequences

CEOs should develop and deliver new technologies and innovations as quickly as possible in order to accelerate society's access to the potential benefits



Expectation on CEO Responsibilities Extend Well into The Societal Sphere

Percent who say

71%

vs.

29%

believe the primary responsibility of a CEO is to work for the benefit of **all their company's stakeholders, including its employees, customers, and the communities in which it operates**, in addition to its shareholders/owners

believe the primary responsibility of a CEO is to work for the benefit of their company's shareholders / owners by maximizing profits



Restoring Trust in the Promise of Innovation

1

Implementation as important as invention

Mismanaged innovations are as likely to ignite backlash as advance society. With breakthroughs like AI, vaccines, and green energy on the line, explaining the science and managing impacts is essential.

2

Business must partner for change

Business is most trusted to introduce innovation into society, with an emphasis on partnering with government. CEOs need to safeguard jobs and take a stand on emerging ethical concerns.

3

Science must integrate with society

Scientists are still trusted—but increasingly subject to public scrutiny. To build trust in expert recommendations, explain the research, engage in dialogue, and harness peer voices as advocates.

4

Give me control over my future

When people feel in control over how innovations affect their lives, they are more likely to embrace them, not resist them. Listen for concerns, be open to questions.



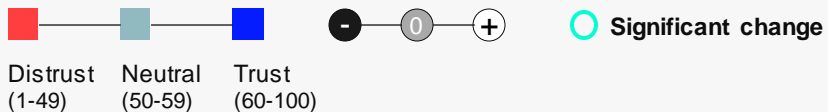
Supplemental Data



NGOs Trusted in 12 of 28 Countries

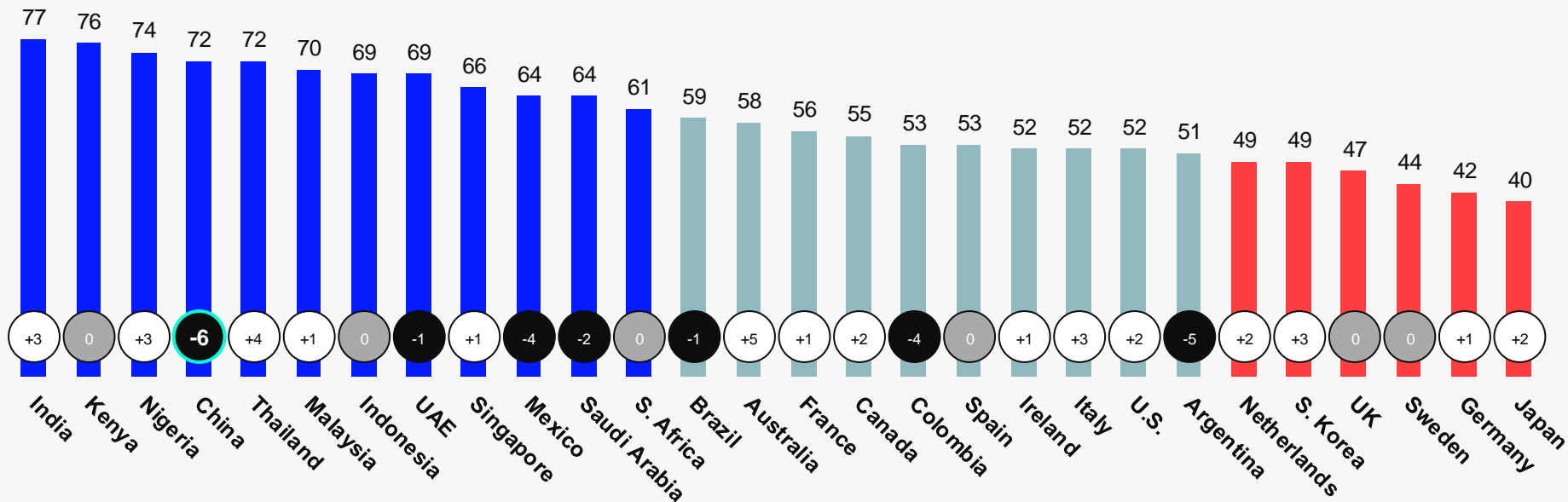
Percent trust in NGOs

GLOBAL 28



59

+1 pt
Change, 2023 to 2024



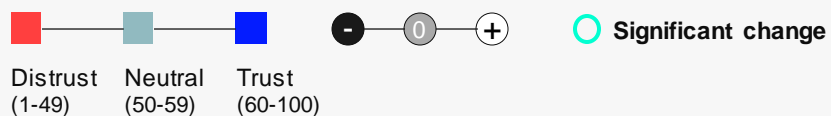
2024 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Media Distrusted in 15 of 28 Countries

Percent trust in media

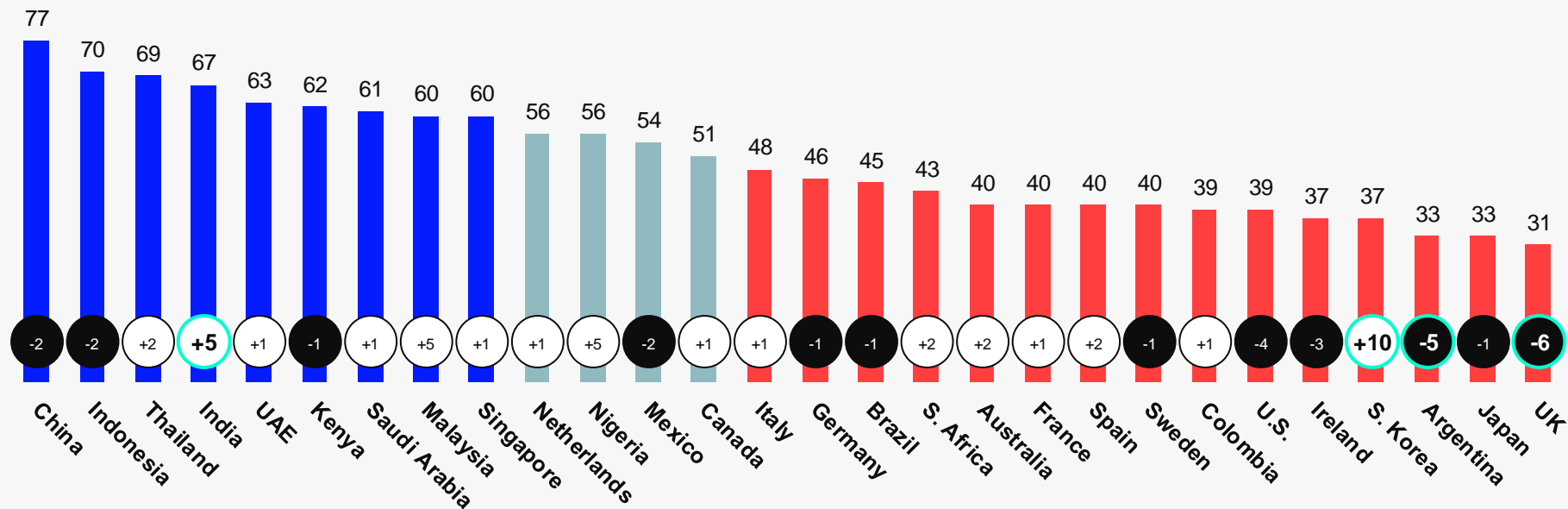
GLOBAL 28



50

+1 pt

Change, 2023 to 2024



2024 Edelman Trust Barometer. 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. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

For S. Korea, the language used in 2023 for "media" translated to "press." In 2024 it was UKed to translate as "media."



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	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	Age, Gender, Region
Australia	1,150	1,150			
Brazil	1,150	1,152	+/- 3.3 pct pts. total sample	+/- 4.7 pct pts. half sample	
Canada	1,150	1,500			
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	+/- 3.9 pct pts. total sample	+/- 5.5 pct pts. half sample	
India	1,150	1,116			
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			
Malaysia	1,150	1,153			
Mexico	1,150	1,152			
Netherlands	1,150	1,150			
Nigeria	1,150	1,148	+/- 3.9 pct pts. total sample	+/- 5.5 pct pts. half sample	
Saudi Arabia	1,150	1,109			
Singapore	1,150	1,150	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
S. Africa	1,150	1,152			
S. Korea	1,150	1,152			
Spain	1,150	1,150			
Sweden	1,150	1,151			
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 UKment 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.



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.

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

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.



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



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UK Report

