Special Report:
Trust in Technology

Edelman Trust Barometer 2020

20th ANNUAL EDELMAN TRUST BAROMETER

Methodology

Online survey in 28 markets

34,000+ respondents total

All fieldwork was conducted between October 19 and November 18, 2019

28-market global data margin of error: General population +/- 0.6% (N=32,200), informed public +/- 1.2% (N=6,200), mass population +/- 0.6% (26,000+), half-sample global general online population +/- 0.8% (N=16,100).

Market-specific data margin of error: General population +/- 2.9% (N=1,150), informed public +/- 6.9% (N = min 200, varies by market), China and U.S. +/- 4.4% (N=500), mass population +/- 3.0% to 3.6% (N =min 736, varies by market).

Gen Z MOE: 28-market = +/- 1.5% (N=4,310)
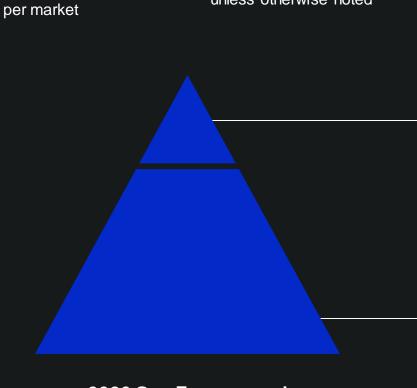Market-specific = +/- 5.3 to 10.5% (N=min 88, varies by market).

General Online Population

1,150 respondents per market | Ages **18+** | All slides show general online population data unless otherwise noted

2020 Gen Z oversample
250 respondents age **18-24** per market

▲ Informed Public

500 respondents in U.S. and China; **200** in all other markets

Represents **17%** of total global population

Must meet 4 criteria

- ‣ Ages **25-64**
- ‣ College-educated
- ‣ In top **25%** of household income per age group in each market
- ‣ Report significant media consumption and engagement in public policy and business news
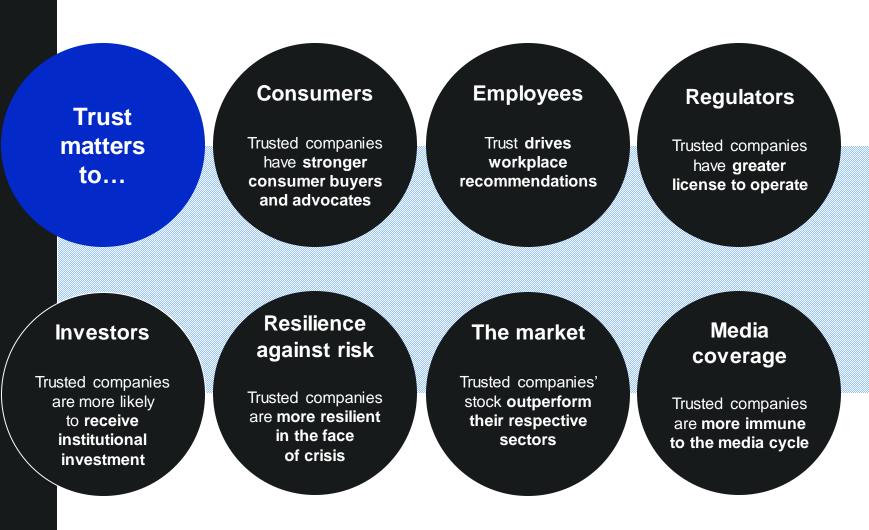
▲ Mass Population

All population not including informed public

Represents **83%** of total global population

TRUST ESSENTIAL FOR FUTURE SUCCESS

20 years of Edelman research on trust

- 2M+ respondents
- 400+ companies
- 80k employee reviews
- Interviews with 50+ business leaders
- 23M measures of trust
- Review of 150+ academic articles and 80+ models of trust
- Trust and stock price analysis for 80 companies

Trust matters to…

Consumers

Trusted companies have **stronger consumer buyers and advocates**

Employees

Trust **drives workplace recommendations**

Regulators

Trusted companies have **greater license to operate**

Investors

Trusted companies are more likely to **receive institutional investment**

Resilience against risk

Trusted companies are **more resilient in the face of crisis**

The market

Trusted companies' stock **outperform their respective sectors**

Media coverage

Trusted companies are **more immune to the media cycle**

20 YEARS OF TRUST

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Rising Influence of NGOs	Fall of the Celebrity CEO	Earned Media More Credible Than Advertising	U.S. Companies in Europe Suffer Trust Discount	Trust Shifts from "Authorities" to Peers	A "Person Like Me" Emerges as Credible Spokesperson	Business More Trusted Than Government and Media	Young People Have More Trust in Business	Trust in Business Plummets	Performance and Transparency Essential to Trust

2011	2012	2013	2014	2015	2016	2017	2018	2019	**2020**
Business Must Partner With Government to Regain Trust	Fall of Government	Crisis of Leadership	Business to Lead the Debate for Change	Trust is Essential to Innovation	Growing Inequality of Trust	Trust in Crisis	The Battle for Truth	Trust at Work	**Trust: Competence and Ethics**

CONTINUED DISTRUST

Trust Index

Global Trust Index increases 1 pt., with increases in 16 of 26 markets measured

12 of 26 markets are distrusters, down 2 from 2019

2019 General population

Score	Market
53	Global 26
79	China
73	Indonesia
72	India
71	UAE
70	Saudi Arabia
62	Singapore
59	Malaysia
58	Mexico
56	Canada
55	Hong Kong
54	The Netherlands
52	Colombia
49	U.S.
48	Australia
46	Argentina
46	Brazil
46	Italy
46	S. Korea
45	S. Africa
44	France
44	Germany
43	U.K.
42	Ireland
40	Spain
39	Japan
29	Russia

2020 General population

Score	Market
54	Global 26
82	China
79	India
73	Indonesia
65	UAE
62	Mexico
62	Singapore
61	Saudi Arabia
60	Malaysia
57	The Netherlands
53	Canada
53	Colombia
51	Brazil
50	Hong Kong
50	S. Korea
49	Argentina
49	Italy
47	Australia
47	U.S.
46	Germany
45	France
45	Ireland
45	Spain
44	S. Africa
42	Japan
42	U.K.
30	Russia

Distrust (1-49) **Neutral** (50-59) **Trust** (60-100)

- 0 +
Change, 2019 to 2020

Declines in

Market	Change
Saudi Arabia	-9
UAE	-6
Hong Kong	-5
Canada	-3
U.S.	-2
Australia	-1
S. Africa	-1
U.K.	-1

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NO INSTITUTION SEEN AS BOTH COMPETENT AND ETHICAL

(Competence score, net ethical score)

ETHICAL

35

NGOs
(-4, 12)

LESS COMPETENT ◀ - 50

50 ▶ COMPETENT

Business
(14, -2)

Media
(-17, -7)

Government
(-40, -19)

-35

UNETHICAL
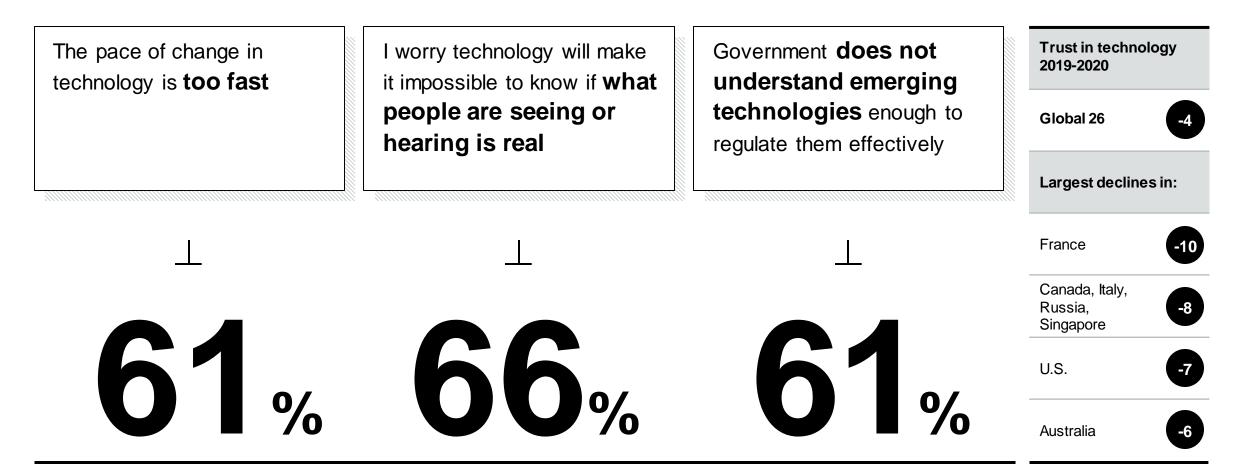
UNPREPARED
FOR THE FUTURE

WORRY TECHNOLOGY IS OUT OF CONTROL

Percent who agree

The pace of change in technology is **too fast**

I worry technology will make it impossible to know if **what people are seeing or hearing is real**

Government **does not understand emerging technologies** enough to regulate them effectively

⊥

⊥

⊥

61%

66%

61%

Trust in technology 2019-2020

Global 26 · -4

Largest declines in:

France · -10

Canada, Italy, Russia, Singapore · -8

U.S. · -7

Australia · -6

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WORRY ABOUT QUALITY INFORMATION

Percent who agree

The media I use are **contaminated with untrustworthy information**

I worry about false information or **fake news being used as a weapon**

⊥

⊥

57%

76%

+6 pts

Change, 2018 to 2020

WORRY ABOUT THE FUTURE OF WORK

Percent of employees who worry about job loss due to each issue

I worry about **losing my job**
due to one or more of these causes

⊥

83%

Freelance/gig economy	61
Looming recession	60
Lack of training/skills	58
Cheaper foreign competitors	55
Immigrants who work for less	54
Automation	53
Jobs moved to other countries	50

OVER 1 IN 2 WORRY ABOUT JOB LOSS DUE TO AUTOMATION
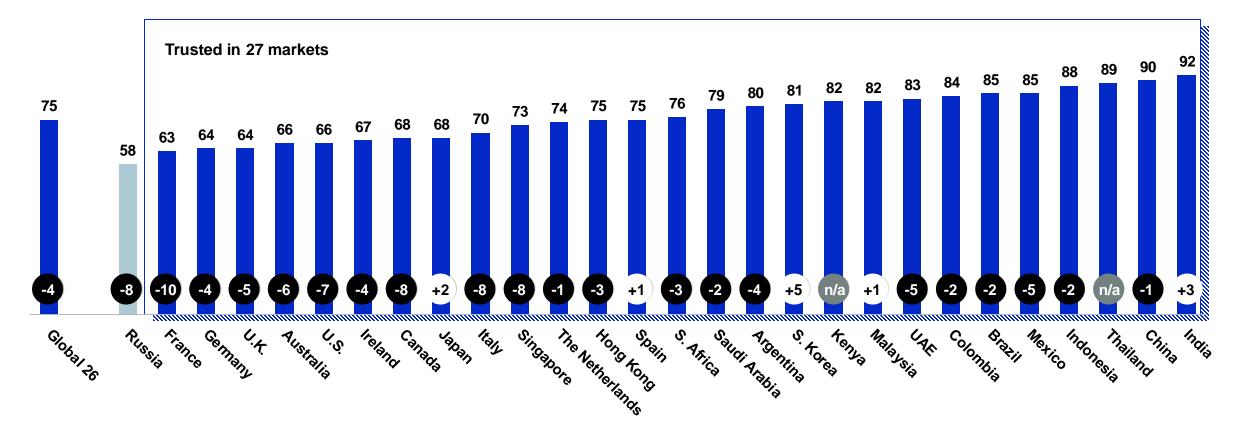
Percent who are worried

Majority share concern in 17 of 28 markets

Automation and/or other innovations **taking my job away**

	53	77	69	65	65	63	63	60	59	59	58	57	57	55	52	51	51	51	50	46	46	45	45	41	40	39	38	35	34
	Global 28	India	Malaysia	Colombia	Thailand	China	S. Korea	Mexico	Singapore	UAE	Brazil	Indonesia	Spain	France	Kenya	Argentina	Italy	S. Africa	Hong Kong	U.K.	U.S.	Australia	Canada	Saudi Arabia	Germany	Ireland	Japan	The Netherlands	Russia

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TECHNOLOGY LOSING ITS TRUST ADVANTAGE

TRUST IN TECHNOLOGY DECLINES IN 21 OF 26 MARKETS

Percent trust in technology

Change, 2019 to 2020 | Distrust | Neutral | Trust

Trusted in 27 markets

Market	Value	Change
Global 26	75	-4
Russia	58	-8
France	63	-10
Germany	64	-4
U.K.	64	-5
Australia	66	-6
U.S.	66	-7
Ireland	67	-4
Canada	68	-8
Japan	68	+2
Italy	70	-8
Singapore	73	-8
The Netherlands	74	-1
Hong Kong	75	-3
Spain	75	+1
S. Africa	76	-3
Saudi Arabia	79	-2
Argentina	80	-4
S. Korea	81	+5
Kenya	82	n/a
Malaysia	82	+1
UAE	83	-5
Colombia	84	-2
Brazil	85	-2
Mexico	85	-5
Indonesia	88	-2
Thailand	89	n/a
China	90	-1
India	92	+3

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TECHNOLOGY NO LONGER MOST TRUSTED SECTOR IN RECORD NUMBER OF MARKETS

Markets in which technology is the most trusted sector measured

▲ Technology sector most trusted
▽ Technology sector not the most trusted

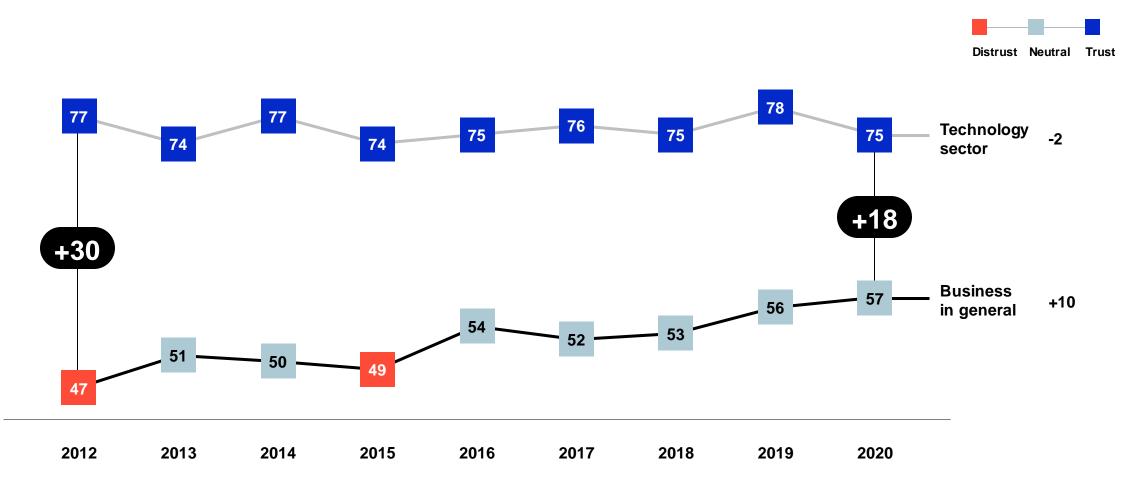|	# of markets in which technology is the most trusted sector	Australia	China	Hong Kong	India	Indonesia	Japan	Malaysia	Singapore	S. Africa	S. Korea	UAE	Argentina	Brazil	Colombia	Mexico	U.S.	Canada	France	Germany	Ireland	Italy	The Netherlands	Russia	Spain	U.K.
2016	18	▽	▲	▽	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▽	▽	▽	▽	▲	▲	▲	▲	▽
2017	18	▽	▲	▲	▲	▲	▲	▽	▲	▲	▲	▲	▲	▲	▲	▲	▲	▽	▽	▽	▲	▽	▲	▲	▲	▽
2018	14	▽	▲	▽	▲	▲	▽	▽	▲	▲	▽	▲	▲	▲	▲	▲	▲	▽	▲	▽	▽	▽	▲	▲	▽	▽
2019	19	▽	▲	▲	▲	▲	▲	▽	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▽	▲	▲	▽	▲	▲	▽	▽
2020	13	▽	▲	▽	▲	▽	▲	▲	▽	▲	▲	▽	▲	▲	▲	▲	▲	▽	▲	▽	▽	▽	▽	▲	▽	▽

Region groupings: APACMEA (Australia–UAE), LATAM (Argentina–Mexico), No. America (U.S.–Canada), Europe (France–U.K.)

TECHNOLOGY SECTOR TRUST NOT KEEPING PACE

Percent trust in technology and business, change from 2012 to 2020

Distrust **Neutral** **Trust**

77 **74** **77** **74** **75** **76** **75** **78** **75** Technology sector **-2**

+30

+18

47 **51** **50** **49** **54** **52** **53** **56** **57** Business in general **+10**

2012 2013 2014 2015 2016 2017 2018 2019 2020

SHARP DECLINES IN KEY MARKETS FOLLOWING YEARS OF ERODING TRUST

Percent trust in technology, 2012 to 2020

Change, 20192 to 2020

Distrust   Neutral   Trust

Largest declines since 2019:

France **-10**

Canada, Italy, Russia, Singapore **-8**

U.S. **-7**

Australia **-6**

U.S.

78 70 75 73 73 75 74 73 66 **-12**

2012 2013 2014 2015 2016 2017 2018 2019 2020

France

74 68 69 65 71 70 67 73 63 **-11**

2012 2013 2014 2015 2016 2017 2018 2019 2020

U.K.

71 71 74 72 69 69 64 69 64 **-7**

2012 2013 2014 2015 2016 2017 2018 2019 2020

Canada

77 71 74 73 72 72 71 76 68 **-9**

2012 2013 2014 2015 2016 2017 2018 2019 2020

TECH NO LONGER MOST TRUSTED SECTOR IN EUROPE AND CANADA

Percent trust in technology

■ Technology sector most trusted

■ Technology sector not most trusted

(-)———(0)———(+)
Change, 2019 to 2020

N. America

66	68	
-7	-8	
U.S.	Canada	

Europe

58	63	64	64	67	70	74	75
-8	-10	-4	-5	-4	-8	-1	+1
Russia	France	Germany	U.K.	Ireland	Italy	The Netherlands	Spain

APACMEA

66	68	73	75	76	79	81	82	82	83	88	89	90	92
-6	+2	-8	-3	-3	-2	+5	n/a	+1	-5	-2	n/a	-1	+3
Australia	Japan	Singapore	Hong Kong	S. Africa	Saudi Arabia	S. Korea	Kenya	Malaysia	UAE	Indonesia	Thailand	China	India

LATAM

80	84	85	85
-4	-2	-2	-5
Argentina	Colombia	Brazil	Mexico

TRUST IN INNOVATIONS LAGS TRUST IN SECTORS

Percent trust

Distrust　Neutral　Trust

		Food & Beverage	Technology	Automotive	Financial Services	Healthcare

67
AVG TRUST

Sector trust
Four of five sectors trusted

Food & Beverage: 68
Technology: 76
Automotive: 68
Financial Services: 58
Healthcare: 67

Trust gap, sector vs. sector innovation

11 · 20 · 13 · 10 · 9 · 3

56
AVG TRUST

Trust in sector innovation
Two of five emerging technologies trusted

Cell-cultured meats/gene editing: 48
Artificial intelligence/robotics: 63
Driverless cars: 58
Cryptocurrency/blockchain: 49
Personalized medicines/gene mapping: 64

Cell-cultured meats/gene editing · **Artificial intelligence/robotics** · **Driverless cars** · **Cryptocurrency/blockchain** · **Personalized medicines/gene mapping**

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AI DISTRUSTED IN KEY MARKETS

Percent trust in artificial intelligence/robotics

Change, 2019 to 2020

Distrust   Neutral   Trust

N. America

Europe

APACMEA

LATAM

Global 26: 63 (+1)

Canada: 44 (-8)
U.S.: 47 (-3)

U.K.: 42 (-6)
Germany: 44 (-2)
France: 46 (-1)
Ireland: 46 (+8)
The Netherlands: 53 (+2)
Russia: 58 (-4)
Italy: 59 (-6)
Spain: 62 (-1)

Australia: 43 (+2)
S. Africa: 55 (+4)
Japan: 59 (+3)
Kenya: 63 (n/a)
Hong Kong: 64 (-3)
Singapore: 66 (0)
Saudi Arabia: 73 (+3)
Malaysia: 73 (-1)
S. Korea: 74 (+5)
UAE: 75 (+1)
Indonesia: 80 (+1)
Thailand: 84 (n/a)
India: 84 (+5)
China: 89 (+2)

Colombia: 69 (-2)
Argentina: 71 (+8)
Brazil: 74 (0)
Mexico: 75 (+2)

2020 Edelman Trust Barometer. SEC_TEC. Now thinking about the specific subsectors below, please indicate how much you trust businesses in each of the following to do what is right. 9-point scale; top 4 box, trust. General population, 26-mkt avg.

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HIGHER CALL FOR REGULATION WHEN INNOVATIONS ARE DISTRUSTED
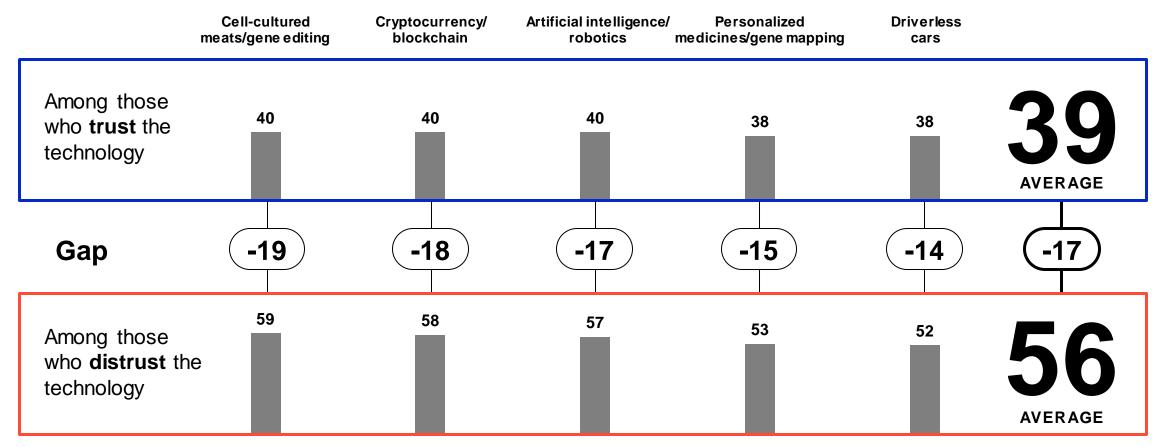
Percent who think the emerging technologies are not regulated enough

	Cell-cultured meats/gene editing	Cryptocurrency/ blockchain	Artificial intelligence/ robotics	Personalized medicines/gene mapping	Driverless cars	
Among those who trust the technology	40	40	40	38	38	**39** AVERAGE
Gap	-19	-18	-17	-15	-14	-17
Among those who distrust the technology	59	58	57	53	52	**56** AVERAGE
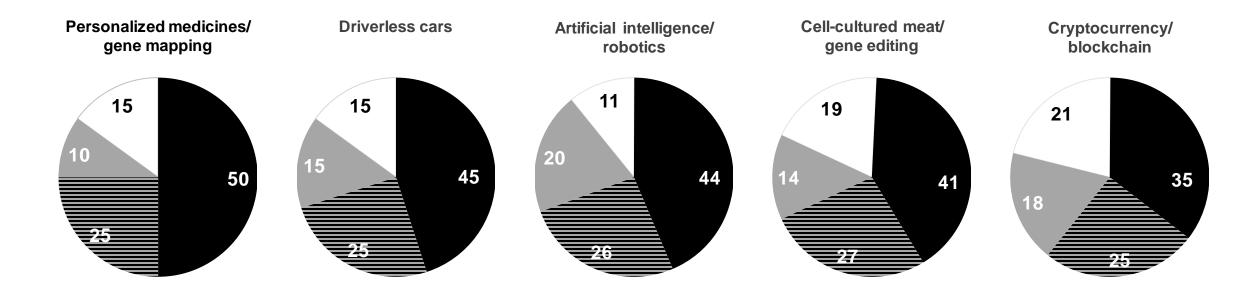
BUILDING TRUST IN EMERGING TECHNOLOGIES

MAJORITY UNCONVINCED OF POSITIVE IMPACT

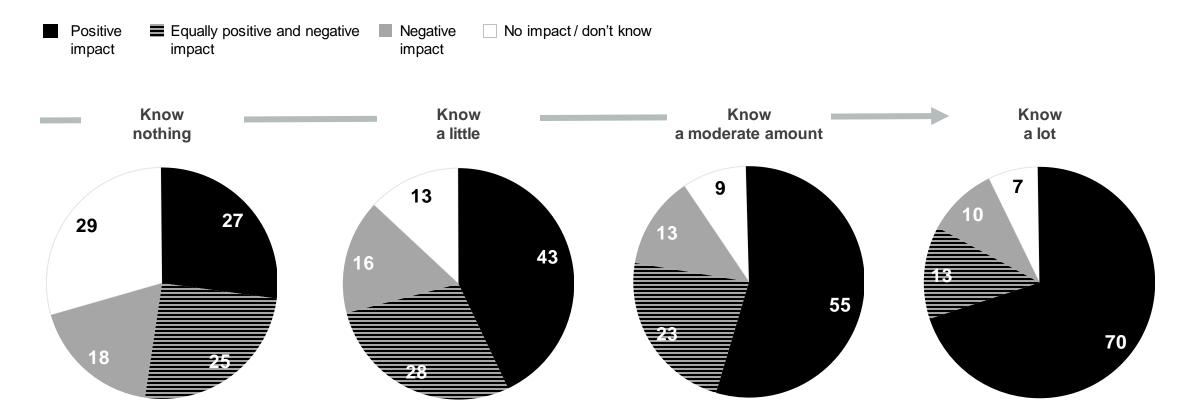Percent who feel emerging technologies will have a positive or negative impact

■ Positive   ▤ Equally positive and negative   ▤ Negative   ☐ No impact / don't know

Personalized medicines/ gene mapping	Driverless cars	Artificial intelligence/ robotics	Cell-cultured meat/ gene editing	Cryptocurrency/ blockchain
15	15	11	19	21
10	15	20	14	18
50	45	44	41	35
25	25	26	27	25

THE MORE INFORMED,
THE MORE CONVINCED OF POSITIVE IMPACT

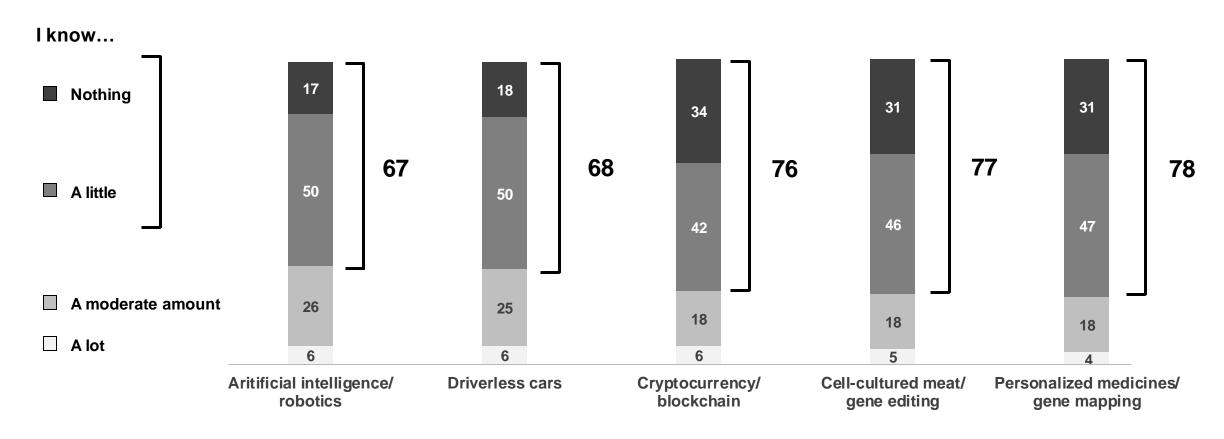Percent who feel emerging technologies will have a positive or negative impact,
among respondents with varying degrees of knowledge

■ Positive impact   ▤ Equally positive and negative impact   ▨ Negative impact   ☐ No impact / don't know

Know nothing   27   25   18   29

Know a little   43   28   16   13

Know a moderate amount   55   23   13   9

Know a lot   70   13   10   7

SIGNIFICANT KNOWLEDGE GAP ACROSS INNOVATIONS

Percent who say they know nothing, a little bit, a moderate amount, or a lot about the emerging technologies

I know…

- ■ Nothing
- ■ A little
- ▢ A moderate amount
- ▢ A lot

	Aritificial intelligence/ robotics	Driverless cars	Cryptocurrency/ blockchain	Cell-cultured meat/ gene editing	Personalized medicines/ gene mapping
Nothing	17	18	34	31	31
A little	50	50	42	46	47
A moderate amount	26	25	18	18	18
A lot	6	6	6	5	4
Total	**67**	**68**	**76**	**77**	**78**

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ADDRESS THE KNOWLEDGE GAP
TO IMPROVE TRUST IN INNOVATIONS

Percent who say the following actions may act to increase trust in
emerging technologies

	Artificial Intelligence/ robotics	Driverless cars	Crypto-currency/ blockchain	Cell-cultured meats/ gene editing	Personalized medicines/ gene mapping
Communicate their downsides — **54**	57	57	47	55	55
Communicate their benefits — **50**	52	49	46	51	54
Develop code of ethics — **49**	53	47	43	50	51
Education and retraining — **45**	51	46	41	43	46
Set up expert commission to monitor — **43**	43	43	37	44	46
Partner with government on regulations — **39**	38	41	35	40	42
CEOs pledge safe and ethical use — **36**	38	38	34	36	36
Set up fund to help those negatively affected — **31**	33	30	28	30	34

2020 Edelman Trust Barometer. ET_[TEC]_TRU. What can [insert technologies] companies do to increase your trust in these technologies? Question asked of two-fifths of the sample. Data on the left is the average across all five technologies. General population, 28-mkt avg.

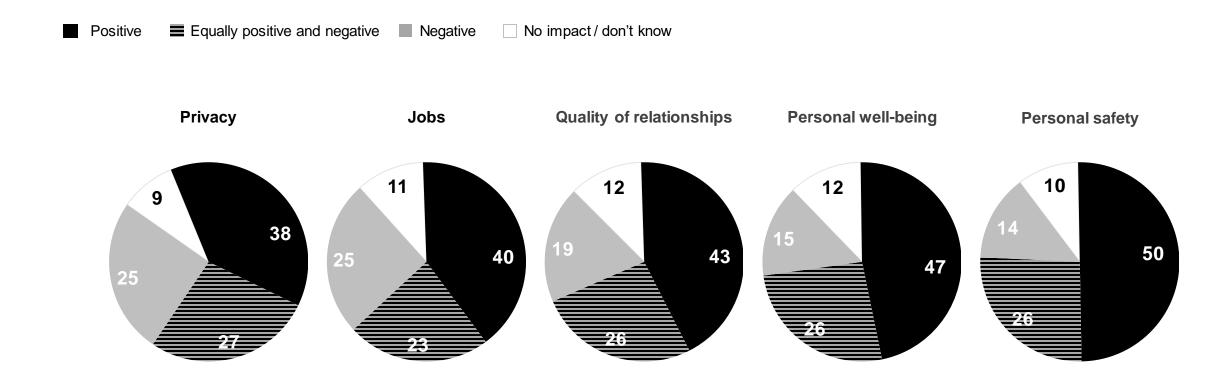Edelman | 25

ADDRESS CONCERNS ABOUT
IMPACT OF AI ON JOBS AND PRIVACY

Percent who feel artificial intelligence/robotics will have a positive or negative impact

■ Positive   ▤ Equally positive and negative   ▦ Negative   ▢ No impact / don't know

Privacy
9
38
25
27

Jobs
11
40
25
23

Quality of relationships
12
43
19
26

Personal well-being
12
47
15
26

Personal safety
10
50
14
26

The world's carbon problem

TECHNOLOGY: CATALYST FOR POSITIVE CHANGE

SERVE THE INTERESTS OF ALL STAKEHOLDERS

Percent who ranked each group as most important

Communities
12

Shareholders
13

Employees
37

Customers
38

87%

| Stakeholders, not shareholders, are most important to long-term company success |

Percent who agree

73%

| a company can take actions that both increase profits and improve conditions in communities where it operates |

CEOS MUST LEAD

Percent of tech employees who agree

Percent who agree

It is important that **my employer's CEO speak out** on one or more of these issues

95%

	Tech employees	All employees
Training for jobs of the future	86	84
Automation's impact on jobs	87	81
Ethical use of tech	85	81
Income inequality	83	78
Diversity	80	77
Climate change	78	73
Immigration	70	62
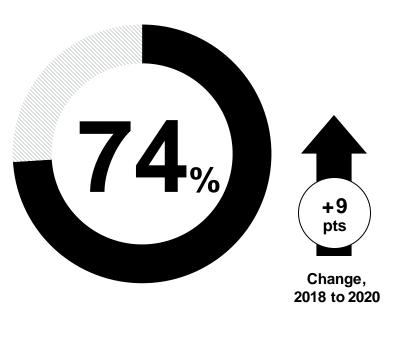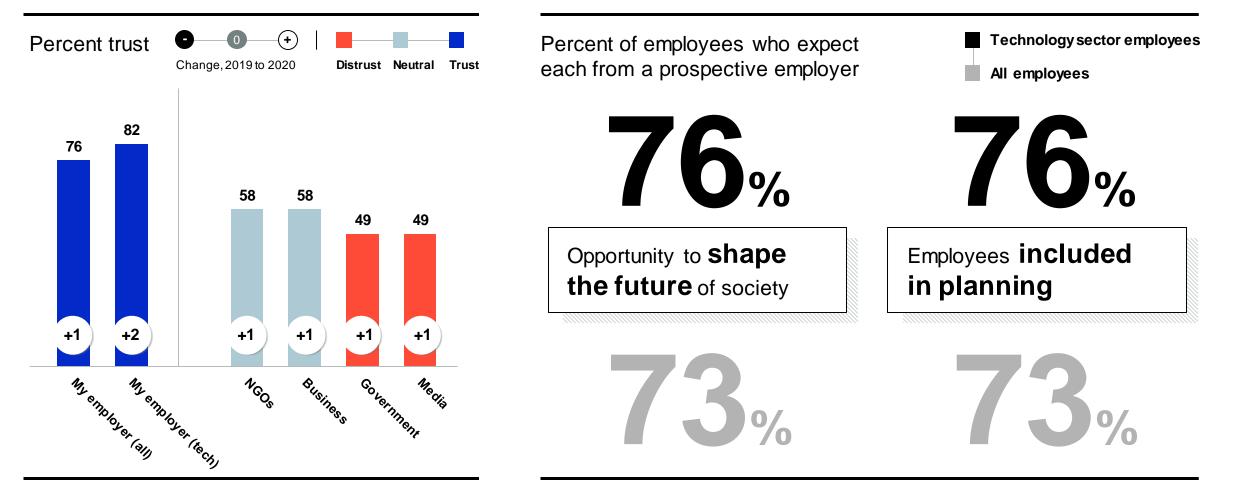
CEOs should take the lead on change rather than waiting for government to impose it

74%

+9 pts

Change, 2018 to 2020

TRUST IS LOCAL:
EMPLOYEES EXPECT TO BE HEARD
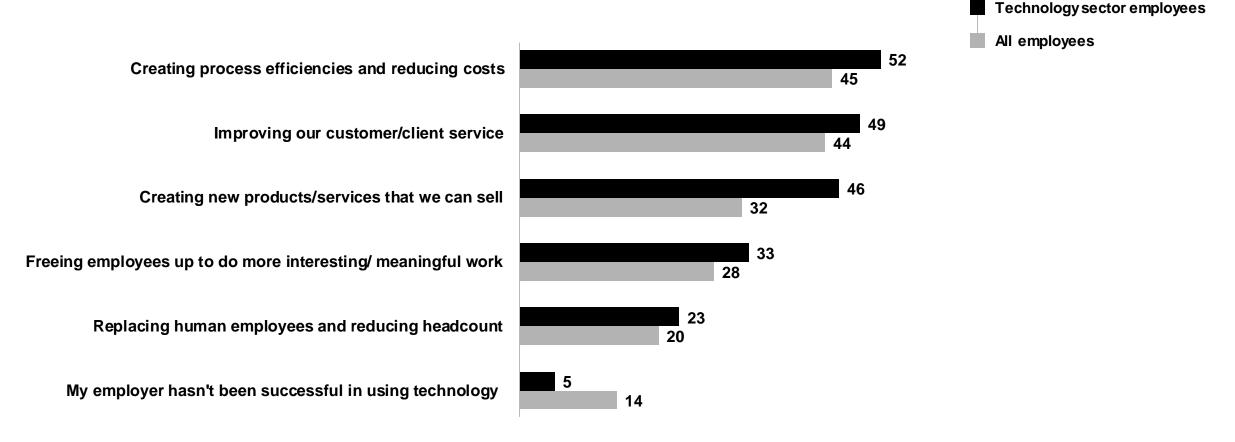
Percent trust

− ── 0 ── +

Change, 2019 to 2020

Distrust   Neutral   Trust

76	My employer (all) +1
82	My employer (tech) +2
58	NGOs +1
58	Business +1
49	Government +1
49	Media +1

Percent of employees who expect each from a prospective employer

■ **Technology sector employees**

All employees

76%
Opportunity to **shape the future** of society

73%

76%
Employees **included in planning**

73%

POSITION TECH TO ADD VALUE, NOT JUST CUT COST

Percent who agree their employer has been successful in its use of technology

■ Technology sector employees

■ All employees

Category	Technology sector employees	All employees
Creating process efficiencies and reducing costs	52	45
Improving our customer/client service	49	44
Creating new products/services that we can sell	46	32
Freeing employees up to do more interesting/ meaningful work	33	28
Replacing human employees and reducing headcount	23	20
My employer hasn't been successful in using technology	5	14

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LEVERAGE HIGHER TRUST AMONG EMPLOYEES TO BUILD TRUST IN INNOVATION

Distrust — Neutral — Trust

Percent trust

		Artificial intelligence/ robotics	Cryptocurrency/ blockchain	Driverless cars	Personalized medicines/ gene mapping	Cell-cultured meats/ gene editing
56 AVG INNOVATION TRUST	General population	63	49	58	64	48
9	Trust advantage, sector employees vs. general population	15	13	10	3	2
65 AVG INNOVATION TRUST	Sector employees	78	62	68	67	50

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USE CREDIBLE EMPLOYEE VOICES
AS SPOKESPEOPLE

Percent who rate each source as very/extremely credible

- ─── 0 ─── + Change, 2019 to 2020

Company technical expert	Academic expert	A person like yourself	Regular employee	CEO	Financial industry analyst	Successful entrepreneur	Board of directors	NGO representative	Journalist	Government official
68	66	61	54	47	47	47	44	44	36	33
+3	+3	0	+1	0	-6	-5	0	-4	-1	-2

TAKE ACTION TO ADDRESS IMPACT OF AUTOMATION

Percent who agree

▨ Business **has a duty** to do this   ■ I trust business **will do this**

Retrain employees
affected by automation
or innovation

| 30 | 79 |

**Pay everyone a decent
wage**, even if that means
I must pay more

| 31 | 82 |
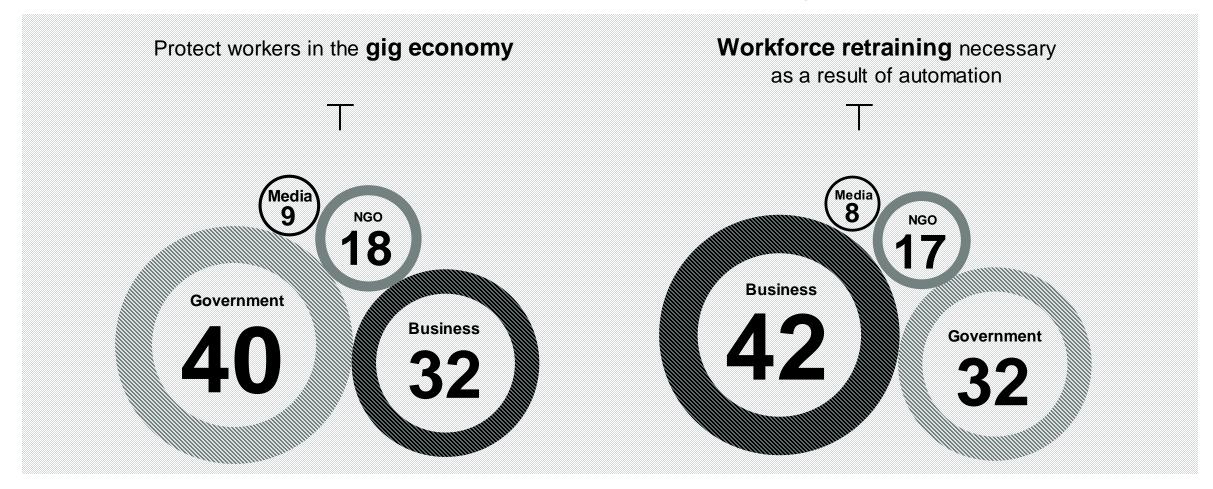
PARTNERSHIP BETWEEN BUSINESS AND GOVERNMENT ESSENTIAL ON JOBS AND RETRAINING

Percent who say each institution is the one they trust most to address each challenge

Protect workers in the **gig economy**

Workforce retraining necessary as a result of automation

Media 9

NGO 18

Government 40

Business 32

Media 8

NGO 17

Business 42

Government 32

2020 Edelman Trust Barometer. INS_ADD. For each of the challenges described below, please indicate whether you trust business, government, media or NGOs the most to address that challenge and develop workable solutions. Question asked of half of the sample. General population, 28-mkt avg.

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BUILDING TRUST IN TECHNOLOGY FOR THE FUTURE

1

Address benefits *and* risks of innovation

2

Embrace all stakeholders model

3

Form partnerships to ensure tech benefits everyone

4

Activate employees as ambassadors

5

CEOs to lead from the front and commit to positive change
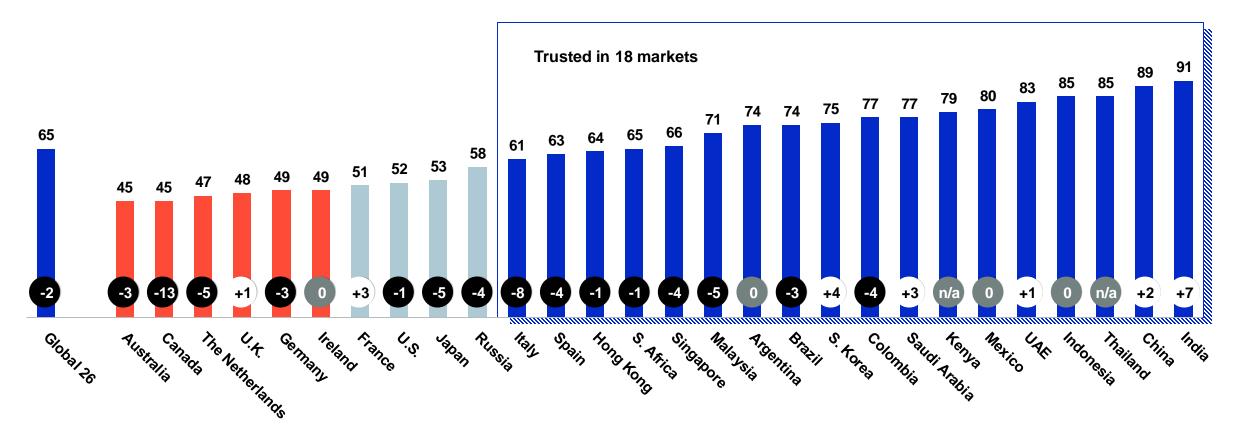
APPENDIX

TRUST IN INTERNET OF THINGS DECREASED IN 15 OF 26 MARKETS

Percent trust in internet of things

Change, 2019 to 2020

● – ○ 0 ⊕ + | 🟥 Distrust ⬜ Neutral 🟦 Trust

Trusted in 18 markets

Market	Value	Change
Global 26	65	-2
Australia	45	-3
Canada	45	-13
The Netherlands	47	-5
U.K.	48	+1
Germany	49	-3
Ireland	49	0
France	51	+3
U.S.	52	-1
Japan	53	-5
Russia	58	-4
Italy	61	-8
Spain	63	-4
Hong Kong	64	-1
S. Africa	65	-1
Singapore	66	-4
Malaysia	71	-5
Argentina	74	0
Brazil	74	-3
S. Korea	75	+4
Colombia	77	-4
Saudi Arabia	77	+3
Kenya	79	n/a
Mexico	80	0
UAE	83	+1
Indonesia	85	0
Thailand	85	n/a
China	89	+2
India	91	+7

VIRTUAL REALITY TRUSTED IN 16 MARKETS

Percent trust in virtual reality

Distrust   Neutral   Trust

Trusted in 16 markets

Global 28	Canada	Australia	Ireland	Japan	The Netherlands	U.K.	Germany	France	U.S.	Russia	Italy	Spain	S. Africa	Hong Kong	Singapore	Argentina	Brazil	Kenya	Colombia	Malaysia	Saudi Arabia	S. Korea	UAE	Mexico	Indonesia	Thailand	China	India
61	40	41	42	42	42	43	44	46	47	50	54	56	60	63	64	67	68	68	69	70	74	74	75	77	83	83	85	85
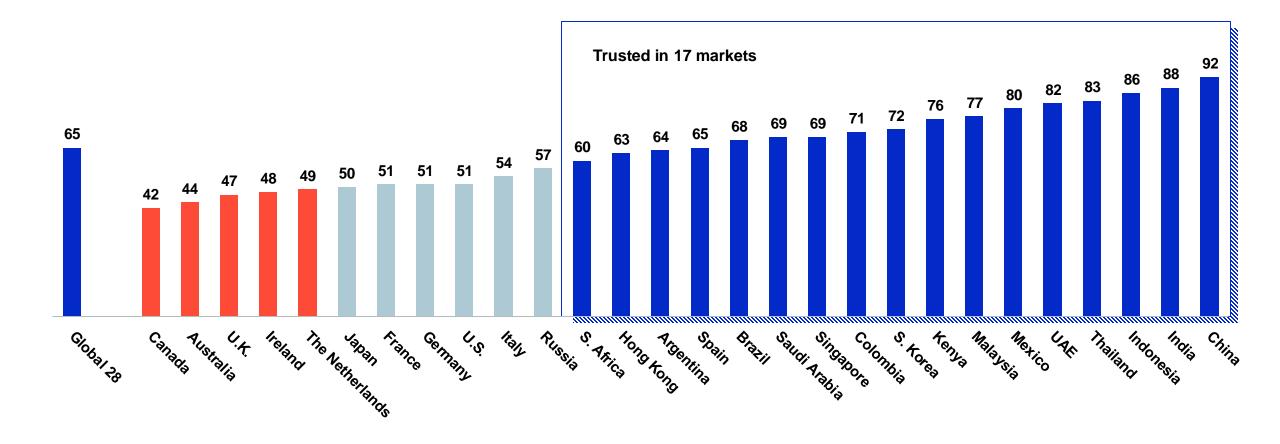
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5G CELLULAR TECHNOLOGY TRUSTED IN 17 MARKETS

Percent trust in 5G cellular technology

Distrust **Neutral** **Trust**

Trusted in 17 markets

Market	Value
Global 28	65
Canada	42
Australia	44
U.K.	47
Ireland	48
The Netherlands	49
Japan	50
France	51
Germany	51
U.S.	51
Italy	54
Russia	57
S. Africa	60
Hong Kong	63
Argentina	64
Spain	65
Brazil	68
Saudi Arabia	69
Singapore	69
Colombia	71
S. Korea	72
Kenya	76
Malaysia	77
Mexico	80
UAE	82
Thailand	83
Indonesia	86
India	88
China	92

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MAJORITY UNCONVINCED OF POSITIVE IMPACT OF AI

Percent who say the impact of artificial intelligence/robotics will be positive or negative

- ▨ Negative
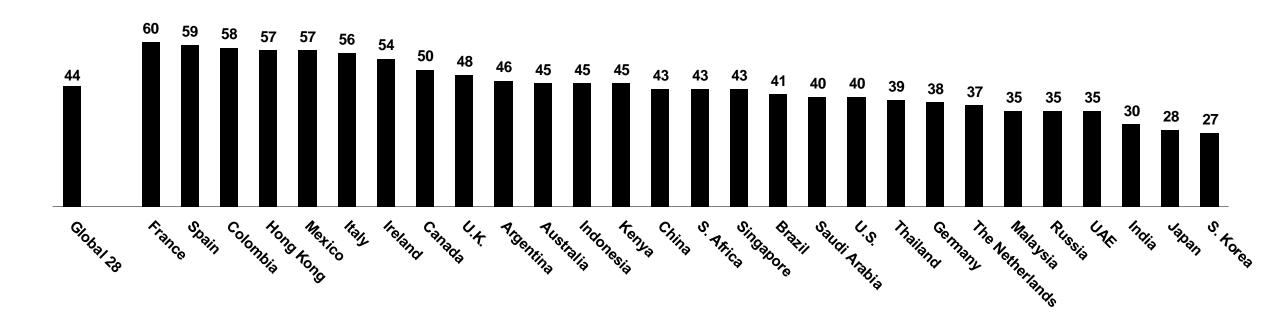- ▤ Equally positive and negative
- ■ Positive

13 markets below global average in their belief that the impact of AI will be positive

Market	Positive	Equally positive and negative	Negative
Global 28	44	26	20
Canada	25	27	29
Germany	27	30	27
France	29	26	28
Australia	30	27	28
Ireland	30	27	30
Russia	30	26	26
U.K.	30	26	27
The Netherlands	34	30	20
U.S.	34	24	23
S. Africa	36	28	27
Japan	37	35	11
Hong Kong	41	32	19
Italy	41	25	20
Spain	45	23	19
Kenya	46	27	22
Singapore	46	30	17
S. Korea	46	31	18
Argentina	47	23	21
Colombia	50	25	21
Mexico	50	25	18
Brazil	53	24	17
Indonesia	53	26	14
Malaysia	53	28	11
UAE	57	22	15
Thailand	58	27	10
Saudi Arabia	60	19	14
China	68	14	4
India	68	14	11

4 IN 10 BELIEVE AI NEEDS MORE REGULATION

Percent who think artificial intelligence/robotics is not regulated enough

Region	Value
Global 28	44
France	60
Spain	59
Colombia	58
Hong Kong	57
Mexico	57
Italy	56
Ireland	54
Canada	50
U.K.	48
Argentina	46
Australia	45
Indonesia	45
Kenya	45
China	43
S. Africa	43
Singapore	43
Brazil	41
Saudi Arabia	40
U.S.	40
Thailand	39
Germany	38
The Netherlands	37
Malaysia	35
Russia	35
UAE	35
India	30
Japan	28
S. Korea	27

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