

# 2024 Edelman Trust Barometer

APAC Report: Innovation in Peril

## TOP 10

### 01 Acceptance is as important as invention

Respondents by nearly a two-to-one margin believe innovation is poorly managed (insufficient government regulation, lack of trust in traditional leaders, suspicion of science's independence from politics and money). Respondents need to know that the inventions have been evaluated by scientists and ethicists, are effectively regulated, and feel in control over the impact on their lives.

### 02 APAC Advantage

Major APAC markets enjoy higher trust levels than western counterparts. This reflects the significant economic progress in these societies, which has bolstered trust in key institutions. Innovation can drive growth for all levels of society, resulting in higher trust in institutions.

### 03 Business must lead on innovation

Business must lead on innovation because it is 29 points more competent and 17 points more ethical than government, although this is a less acute imbalance than global (52 and 32 points respectively).

### 04 Society is changing too quickly

A majority of respondents who believe that innovation is poorly managed think that society is changing too quickly and not in ways that benefit people like me. There is also concern that the system is biased in favor of the wealthy.

### 05 Enthusiasm for AI is tipping the balance

Globally, when innovation is well-managed, people are 26 points more likely to embrace AI. They are 2 points less likely to reject AI when innovation is poorly-managed.

### 06 Concern that science is losing its independence

Fifty-three percent of global and APAC respondents say that science has become politicised in their country. In APAC, 60 percent of respondents say that government has too much control on how science is done.

### 07 Peers are on par with technical experts

In APAC, 76 percent say they trust scientists, and 70 percent trust company technical experts and peers equally, for the truth about innovations. Sixty-one percent trust CEOs, though this group is distrusted in Australia, Japan and South Korea.

### 08 People want control

People, in APAC, are getting most of their information from social media at 60 percent and online searches at 58 percent over other media sources. They are more likely to embrace innovations if they feel people like themselves have a lot of control over how the innovations affect their lives.

### 09 Demand for public-private partnership grows

Over the past decade, there has been a 15-point increase in the percentage of respondents who say they would trust business more with innovation if it partnered with government – rising from 55 percent in 2015 to 70 percent this year.

### 10 Trust in industry sectors doesn't guarantee trust in innovation

There's a trust variation for innovations relative to their sector: technology is trusted by 79 percent and AI only by 62 percent, in APAC; healthcare is trusted by 77 percent, but gene-based medicine only by 56 percent; and food and beverage is trusted by 76 percent, but GMO foods only by 42 percent.

To learn more about the Edelman Trust Barometer, visit [www.edelman.com/trust/2024/trust-barometer](http://www.edelman.com/trust/2024/trust-barometer) #TrustBarometer

All data is based on general population sample unless otherwise noted.

