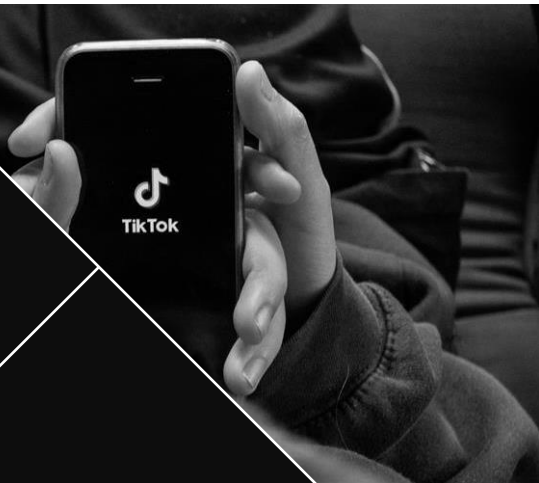
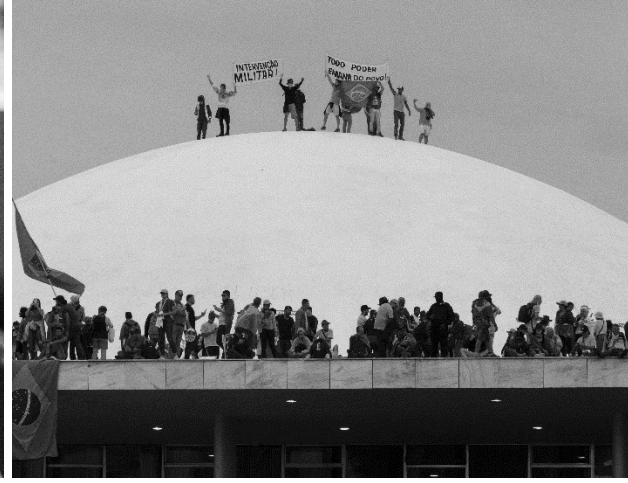
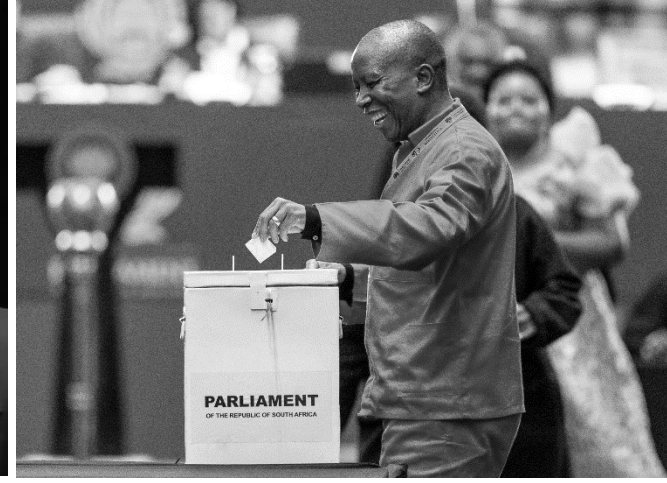


# 2024 Edelman Trust Barometer

Special Analysis:  
Trust and Government



# 2024 Edelman Trust Barometer Special Analysis: Trust and Government Methodology

**This Edelman Trust Barometer Special Analysis draws on data collected via five online surveys between 2019 and 2024**

Field date	Report date*	Sample**
Oct-Nov 2019	Jan 2020	31,451 respondents across 27 countries
Nov 2021	Jan 2022	32,844 respondents across 28 countries
Nov 2022	Jan 2023	32,321 respondents across 28 countries
Nov 2023	Jan 2024	32,492 respondents across 28 countries
April 2024	Jun 2024	14,957 respondents across 15 countries

In total, the results of this analysis comprise the following 28 countries:

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

All indicated year-to-year significant changes were determined using a t-test set at a 99%+ confidence level.  
 \*Unless otherwise noted, the years referenced throughout this report are based on the report date, not the field date.  
 \*\*On average, there are more than 1,000 respondents surveyed in each country during each survey. The sample is representative of the general population across age, gender, region, and ethnicity/nationality (where applicable) within each country.

## Global averages

These vary based on the number of countries included in each analysis:

**GLOBAL 28**      **GLOBAL 22**      **GLOBAL 11**

Please refer to the bolded box on each slide to understand the number of countries included in the analysis and the footer on each slide for full detail on which countries are *not* included in the global average shown.

**GLOBAL 25**  
election average

Throughout the report, the bolded box will reference an “election average” where relevant. This includes any surveyed country with a national election in 2022 through 2025

## Political leaning

**Political affiliation data is not available before November 2022**, the first time our survey began to profile political leaning as left-, center-, and right-leaning

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

All contents in this report are the property of Edelman



# With Half the World's Population Voting in 2024, Pressures on Trust in Government Mount

## Government leaders distrusted

Only 45% trust government leaders as a source of truth about societal changes

*2024 Edelman Trust Barometer*

## Income-based trust inequality

7 in 10 say the system is biased in favor of rich; low-income respondents far less trusting than those with higher income.

*2024 Edelman Trust Barometer*

## Dis- and misinformation

6 in 10 worry about foreign disinformation wars, and 63% worry their government leaders deliberately mislead them

*2024 Edelman Trust Barometer*

## Questions over election legitimacy

Half the world is holding elections this year, but most across those countries do not trust their election systems

*2024 Edelman Trust Barometer  
Special Analysis: Trust and Government*



# Government Distrusted Around the World

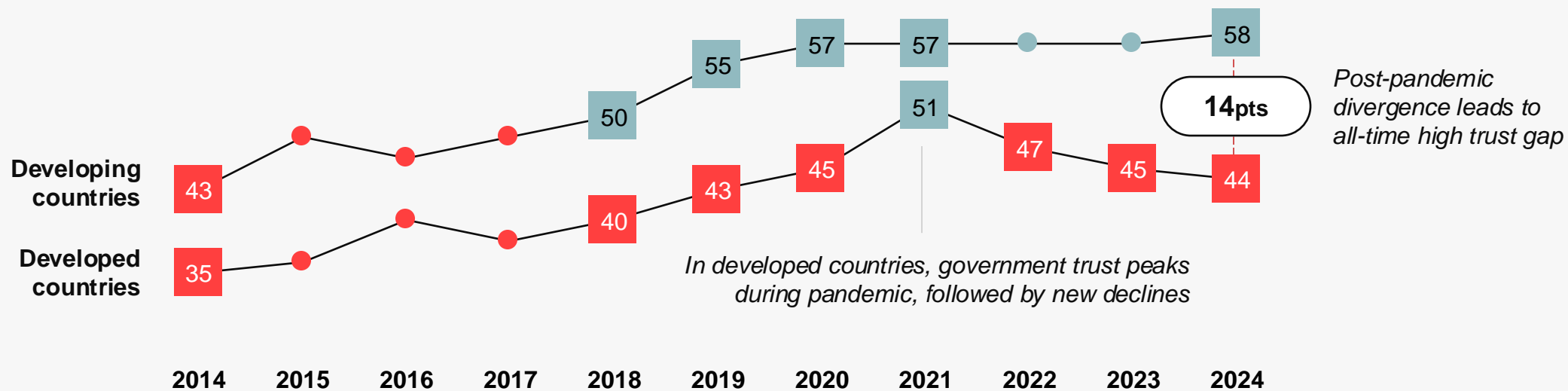


# Developed Countries Mired in Government Distrust

Percent who say



## I trust government to do what is right



2024 Edelman Trust Barometer Special Analysis: Trust and Government. 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, 22-mkt avg., by developed and developing countries. Colombia, Kenya, Nigeria, Saudi Arabia, Sweden, and Thailand are excluded from the global average. Data from the 2024 Edelman Trust Barometer. Due to a translation inconsistency in France, the 2021-2023 trust in government scores have been imputed using a model. This impacts only the French portion of the aggregated "Developed countries" average. For more details, please see the Technical Appendix.



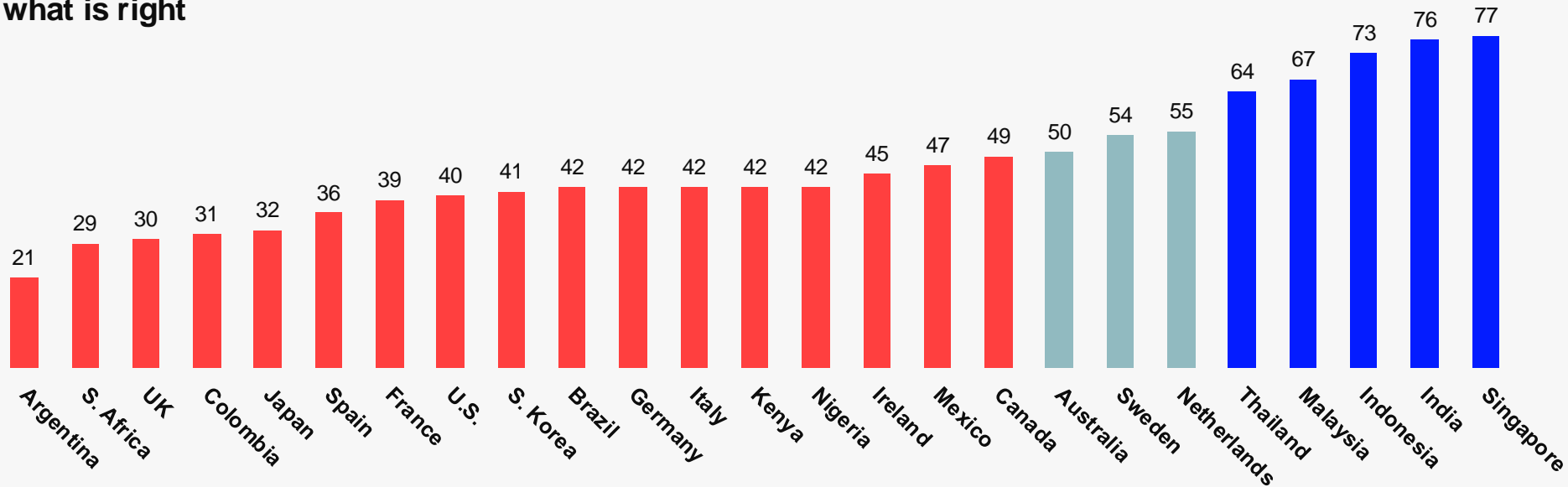
# 2 in 3 Countries With Recent or Upcoming Elections Distrust Government

Percent who say, among countries with national elections between 2022 and 2025



I trust government to do what is right

47



2024 Edelman Trust Barometer Special Analysis: Trust and Government. 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, 2022 – 2025 election avg (25-mkt avg). China, Saudi Arabia, and the UAE are excluded from the global average. Data from the 2024 Edelman Trust Barometer.



# Government Leaders Distrusted and Seen As Misleading

Percent who say

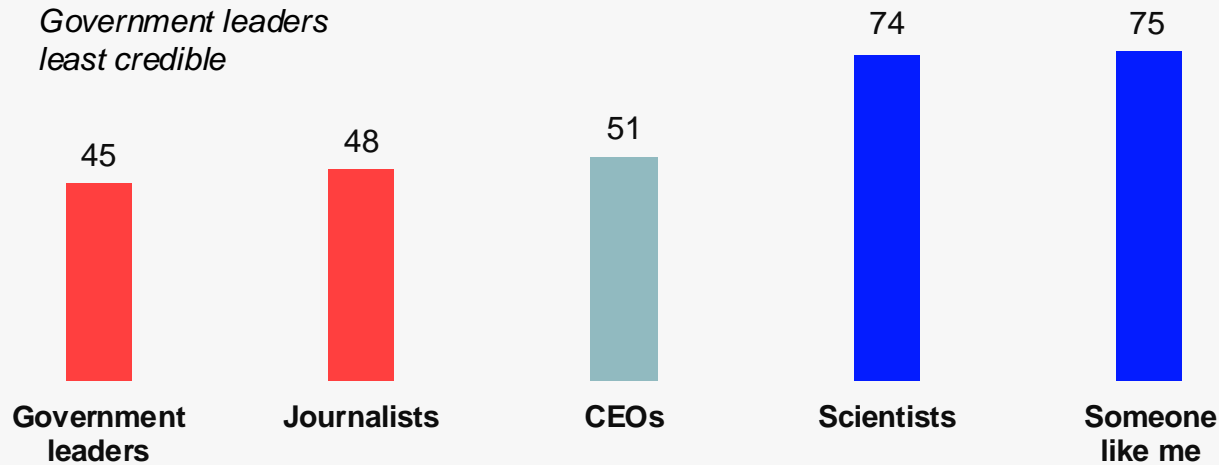


**GLOBAL 28**

I trust each to tell me the truth about **social and technological changes** (avg)

I worry our government leaders are **purposely trying to mislead us**

*Government leaders least credible*



# 63%

2024 Edelman Trust Barometer Special Analysis: Trust and Government. 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. 9-point scale; top 4 box, trust. Question asked of half the sample. TRU\_PEP\_SCNG. 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 the effects that social and cultural value changes are having, or would have, on your country. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 26-mkt avg. 'Government leaders' not asked in China or Saudi Arabia. Data shown is an average across TRU\_PEP\_TCNG and TRU\_PEP\_SCNG. 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. Attribute asked to half the sample. General population, 28-mkt avg. Data from the 2024 Edelman Trust Barometer.



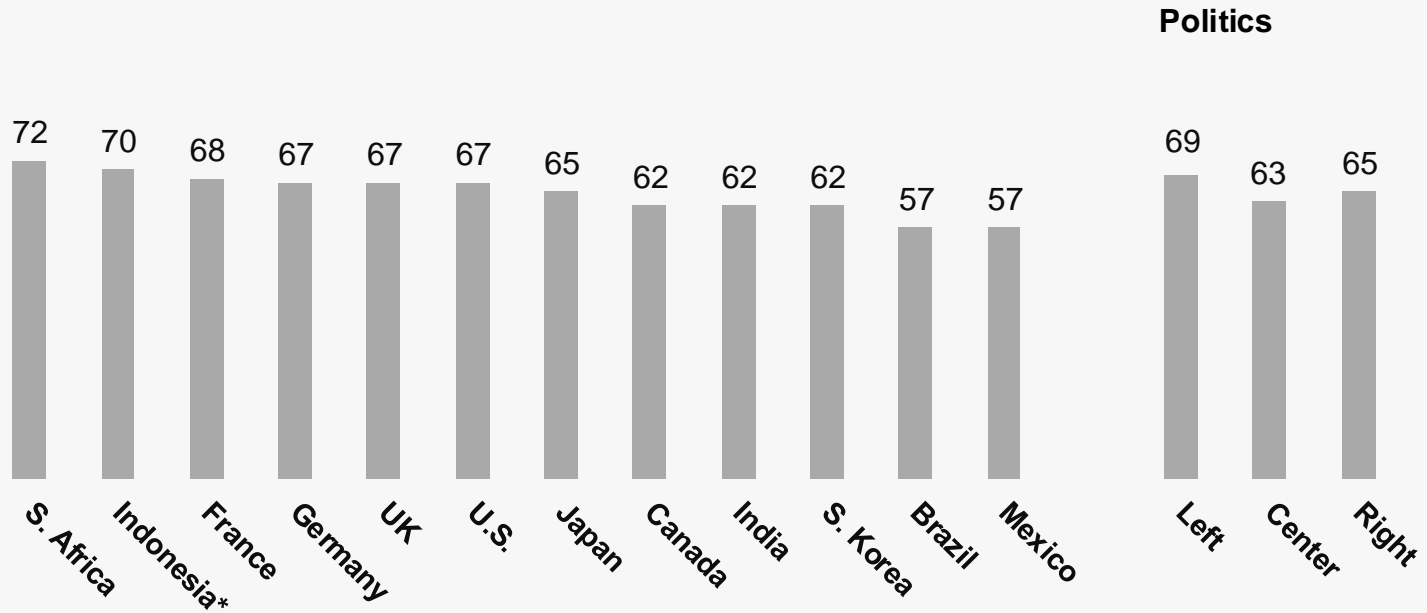
# Government Seen as Beholden to the Rich and Powerful

Percent who agree

GLOBAL 11

The government is biased against regular people and in favor of the rich and powerful

# 64%



2024 Edelman Trust Barometer Special Analysis: Trust and Government. GOV\_DTRU. Please indicate how much you agree or disagree with the following statements. 9point scale; top 4 box, agree. General population, 11-mkt avg., and by political leaning. Argentina, Australia, China, Colombia, Indonesia\*, Ireland, Italy, Kenya, Malaysia, Netherlands, Nigeria, Saudi Arabia, Singapore, Spain, Sweden, Thailand, and the UAE are excluded from the global average. Data from the 2024 Edelman Trust Barometer Special Report: Brands and Politics.

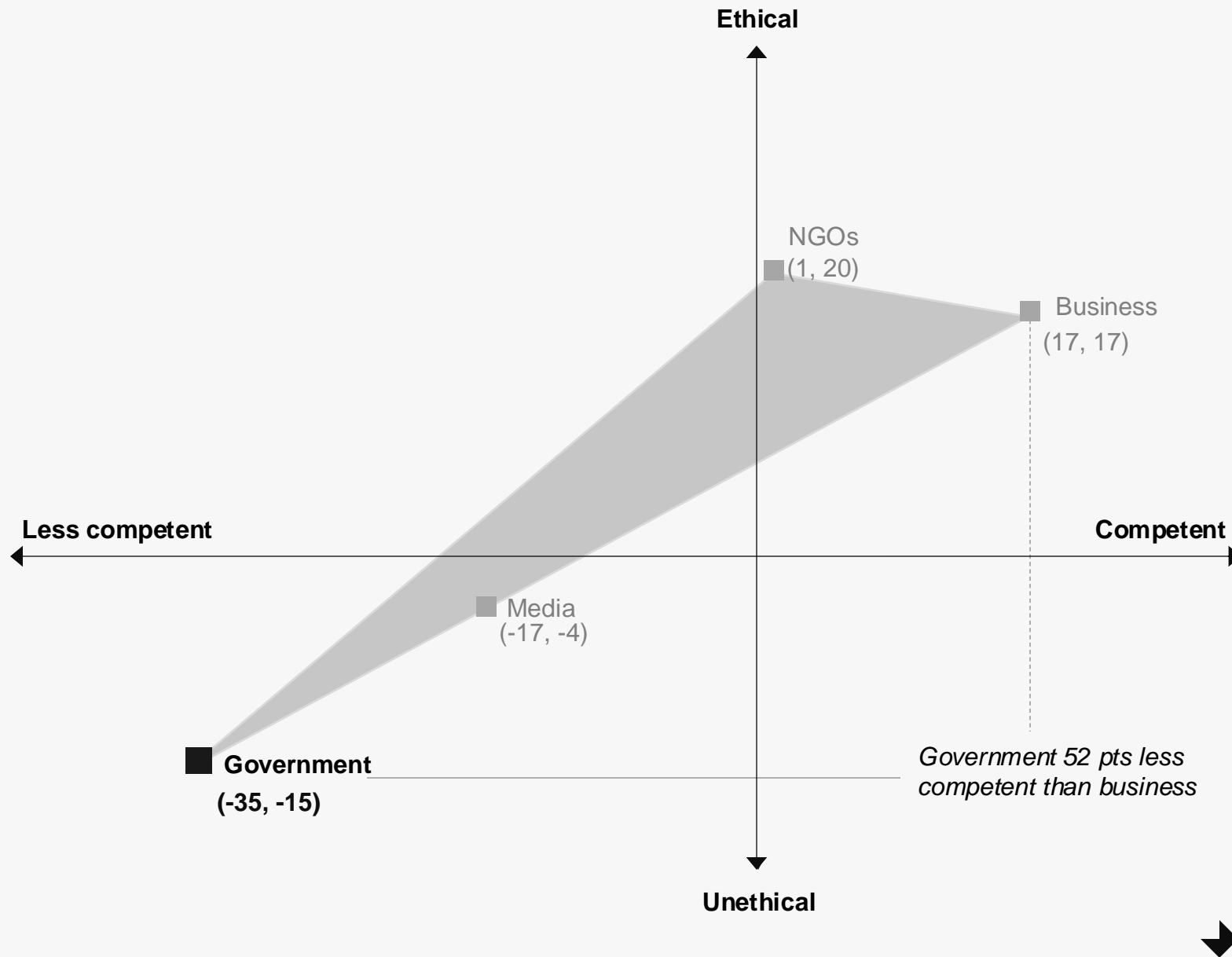




# Government Seen as Least Competent and Ethical

(Competence score, net ethical score)

**GLOBAL 25** Excludes China, S. Korea, Thailand



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, 25-mkt avg. Data not collected in China and Thailand; Due to a translation inconsistency in S. Korea, it has been excluded from this analysis. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

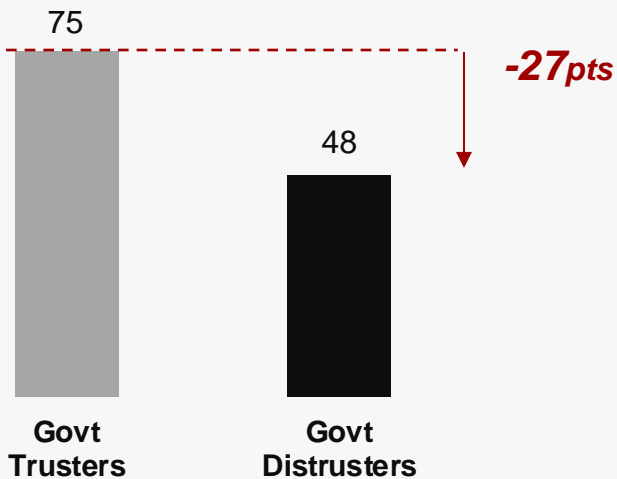


# Government Distrust Erodes the Social Fabric

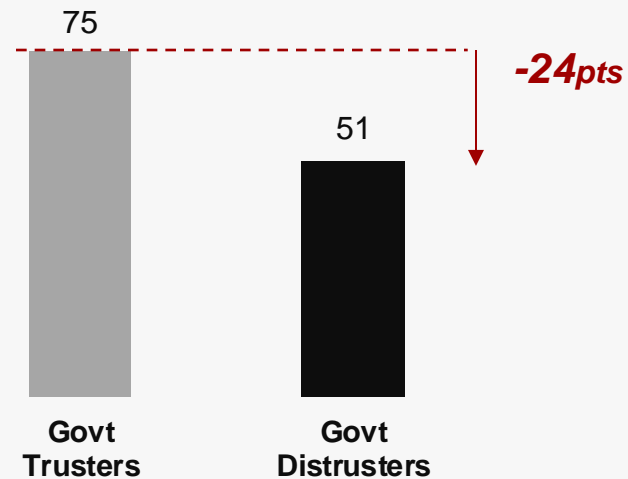
Percent who say, among those who trust or distrust government

GLOBAL 26 excl France

I will **sacrifice** for the **greater good** of our country



The **greater good** is more important than maximizing **my personal freedom**



2024 Edelman Trust Barometer Special Analysis: Trust and Government. SOC\_FAB\_MAN. How true is each of the following statements about yourself or your country? 9point scale; top 4 box, true. General population, 26-mkt avg, by government trusters (TRU\_INS/6-9) and distrusters (TRU\_INS/1-4). France was excluded from the analysis due to a translation inconsistency with the term "government." Sweden is also excluded from the global average. Data from the 2023 Edelman Trust Barometer.



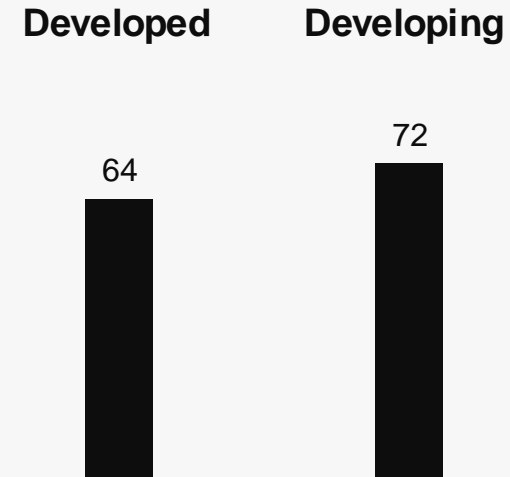
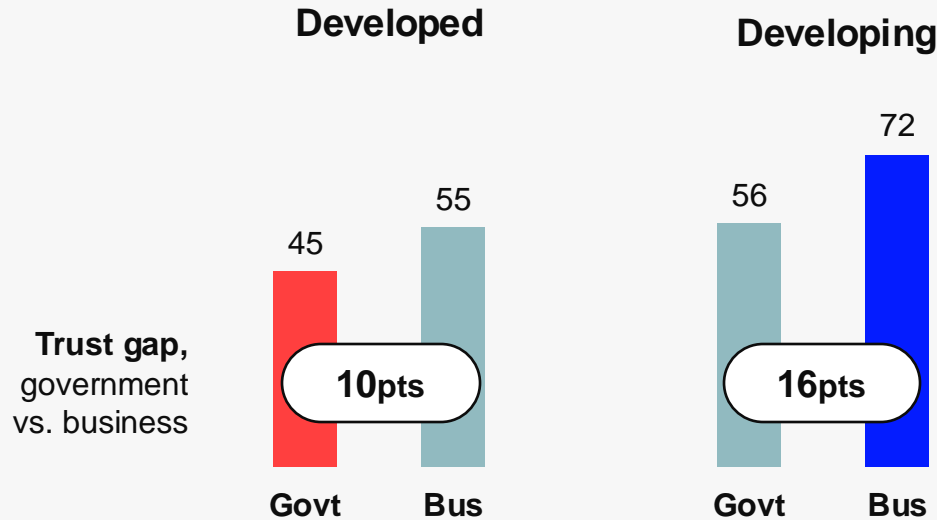
# Institutional Imbalance: Lack of Government Trust Puts Pressure on Business to Fill the Void

Percent who say



**I trust each institution to do what is right**

**CEOs should take the lead on change rather than waiting for government**



*Greater CEO expectations in developing countries, where there's also a larger trust gap*

2024 Edelman Trust Barometer Special Analysis: Trust and Government. 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. CEO\_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 28-mkt avg., by developed and developing countries. Data from the 2024 Edelman Trust Barometer.



# Elections Put Trust at Risk Across Institutions



# Election Anxiety: Fear Election Outcomes, Misinformation, Polarization

Percent who say

GLOBAL 11

I worry about...	Politics		
	Left	Center	Right
<b>Election outcomes</b> taking us in the wrong direction	84	78	80
<b>AI-generated misinformation</b> swaying votes	72	68	72
<b>Foreign disinformation</b> inflaming our differences	68	68	73
<b>Political polarization</b> making progress difficult	73	68	69

2024 Edelman Trust Barometer Special Analysis: Trust and Government. PERS\_EMO. How much do you worry about each of the following? 9-point scale; top 4 box, worried. 11-mkt avg., and by political leaning. Argentina, Australia, China, Colombia, Indonesia, Ireland, Italy, Kenya, Malaysia, Netherlands, Nigeria, Saudi Arabia, Singapore, Spain, Sweden, Thailand, and the UAE are excluded from the global average. Data from the 2024 Edelman Trust Barometer Special Report: Brands and Politics.



# Among Countries with Recent or Upcoming Elections, Majority Do Not Trust Election System

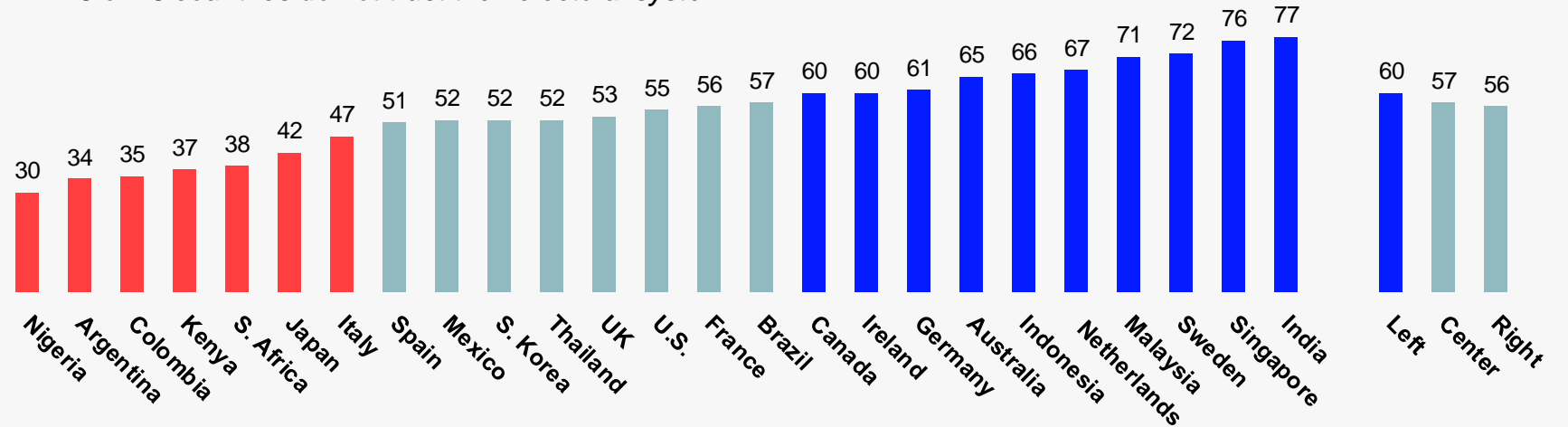
Percent who say, among countries with national elections between 2022 and 2025



**I trust my country's electoral system**

**55**

15 of 25 countries do not trust their electoral system



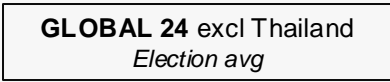
Politics

2024 Edelman Trust Barometer Special Analysis: Trust and Government. 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, 2022 – 2025 election avg (25-mkt avg), and by political leaning. China, Saudi Arabia, and the UAE are excluded from the global average. Data from the 2024 Edelman Trust Barometer.

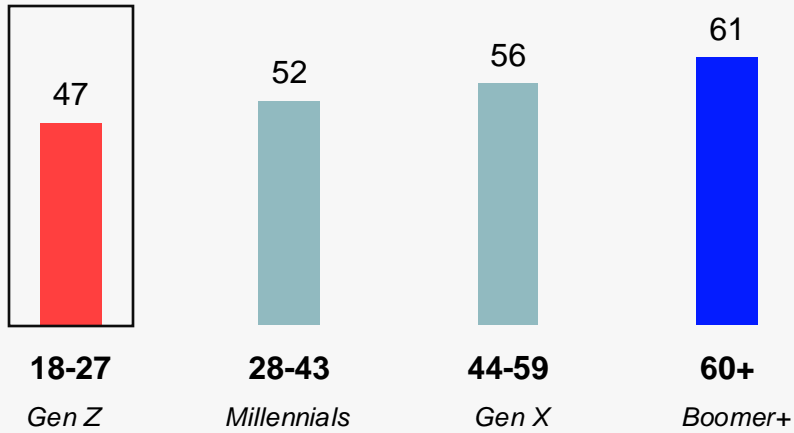


# Among Countries with Recent or Upcoming Elections, Gen Z Least Trusting of Election Systems and Fairness

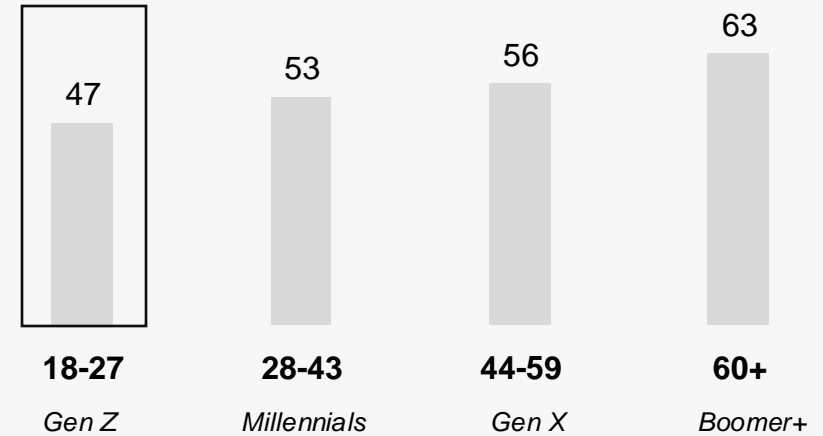
Percent who say, among countries with national elections between 2022 and 2025



I trust my country's electoral system



I agree my government was fairly elected and is legitimate



2024 Edelman Trust Barometer Special Analysis: Trust and Government. 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, 2022 – 2025 election avg (25-mkt avg), by generation. TMA\_SIE\_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, 2022 – 2025 election avg (24-mkt avg), by generation. China, Saudi Arabia, and the UAE are excluded from the global average. "My government was fairly elected and is legitimate" not asked in Thailand. Data from the 2024 Edelman Trust Barometer.



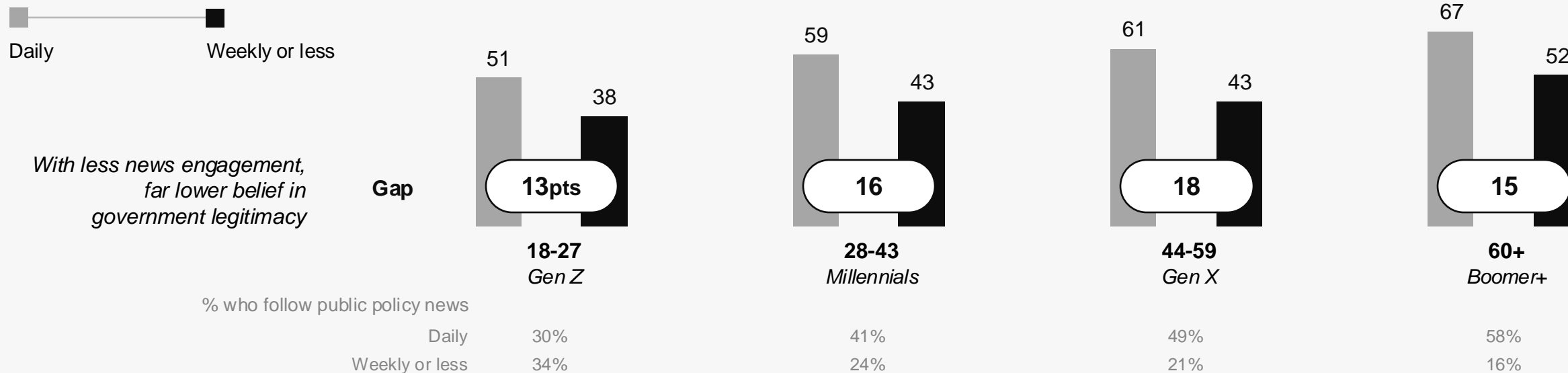
# Lack of News Consumption Fuels Election Skepticism

Percent who say, among countries with national elections between 2022 and 2025

**GLOBAL 24** excl Thailand  
*Election avg*

## My government is fairly elected and legitimate

Among those who follow public policy news



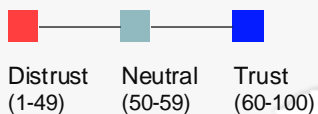
2024 Edelman Trust Barometer Special Analysis: Trust and Government. TMA\_SIE\_SHV. Please indicate how much you agree or disagree with the following statements. 9point scale; top 4 box, agree. General population, 2022 – 2025 election avg (24-mkt avg), by generation. Data is filtered to be among those who follow public policy news nearly everyday (S9/1) and among those who follow public policy news once a week or less (S9/3-4). China, Saudi Arabia, and the UAE are excluded from the global average. "My government was fairly elected and is legitimate" not asked in Thailand. Data from the 2024 Edelman Trust Barometer.



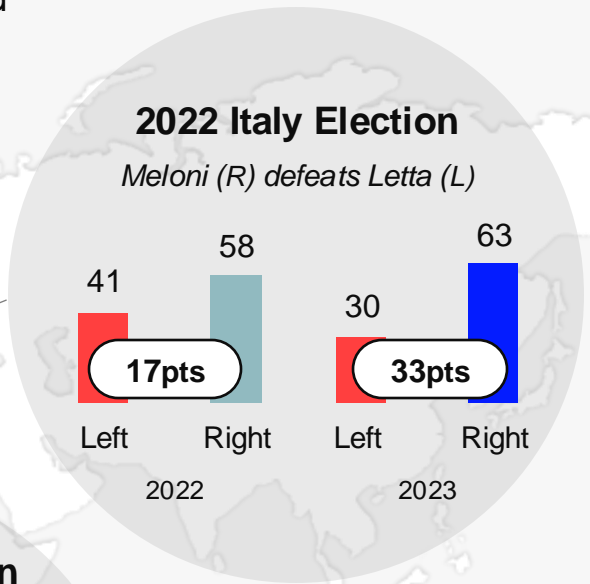
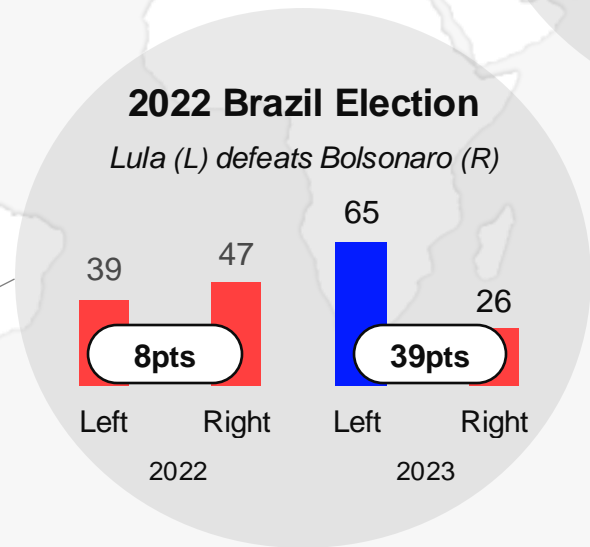
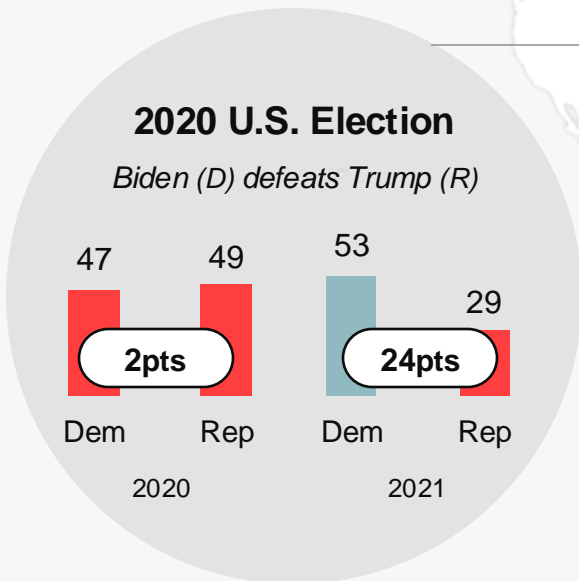


# Case Studies: After Elections, Trust Divides Can Deepen

Percent trust in government, dates shown indicate year in which data was collected



**Gap between political parties**



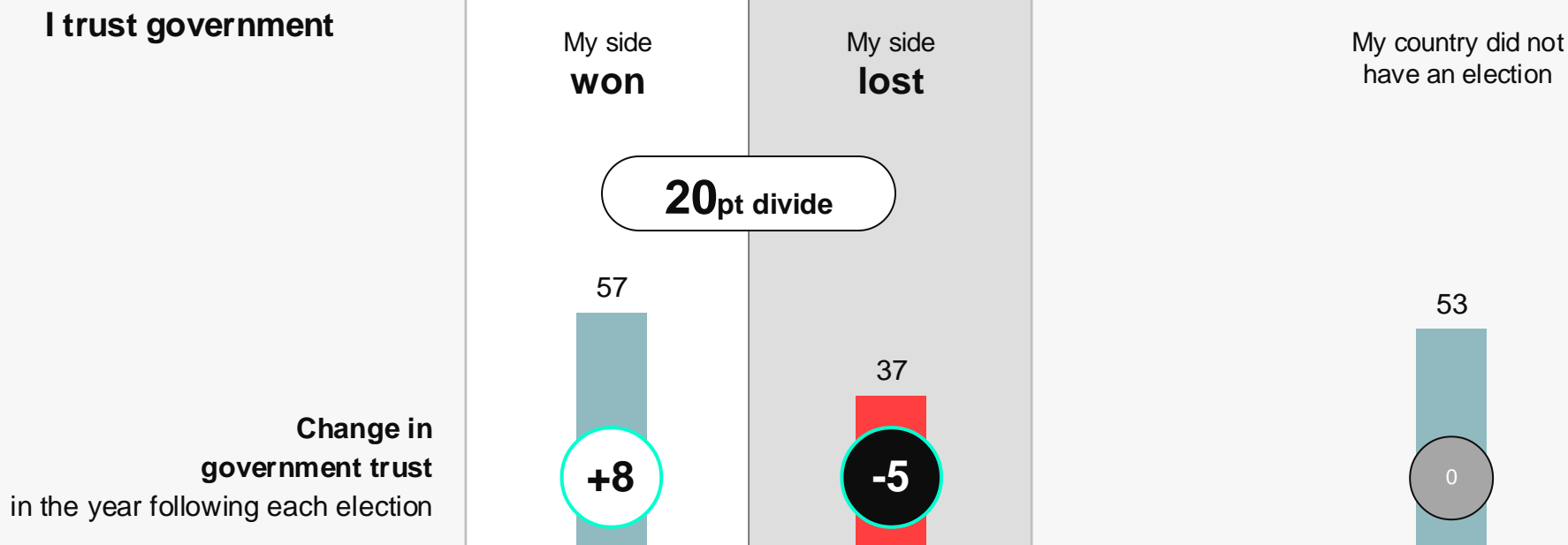
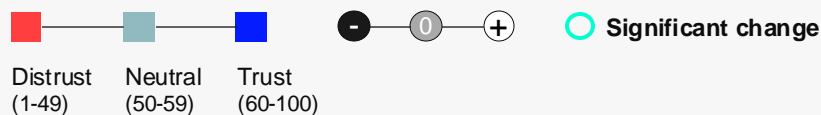
*In recent elections, trust declines among supporters of the losing party, and rises among the winners, increasing political trust divides*



# 2022 Election Cycle Analysis: Trust Increase for Winners, Trust Loss for Losers

Among 8 countries that held a national election in 2022, percent who say, and change in the year following the election

- Countries with national elections in 2022
-  Australia
  -  Brazil
  -  Colombia
  -  France
  -  Italy
  -  Kenya
  -  Malaysia
  -  S. Korea



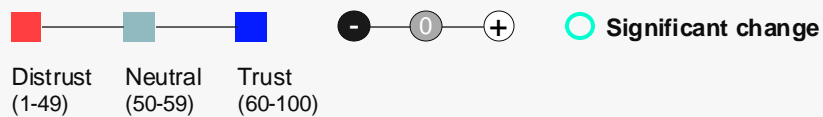
2024 Edelman Trust Barometer Special Analysis: Trust and Government. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 2022 election avg (8-mkt avg), by those who identify with the politics of the party that lost or won the election in 2022, and by countries that did not have an election in 2022 (20-mkt avg.). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. Data from the 2023 and 2024 Edelman Trust Barometers.



# 2022 Election Cycle Analysis: When Election Seen as Legitimate, No Trust Loss for Losing Side

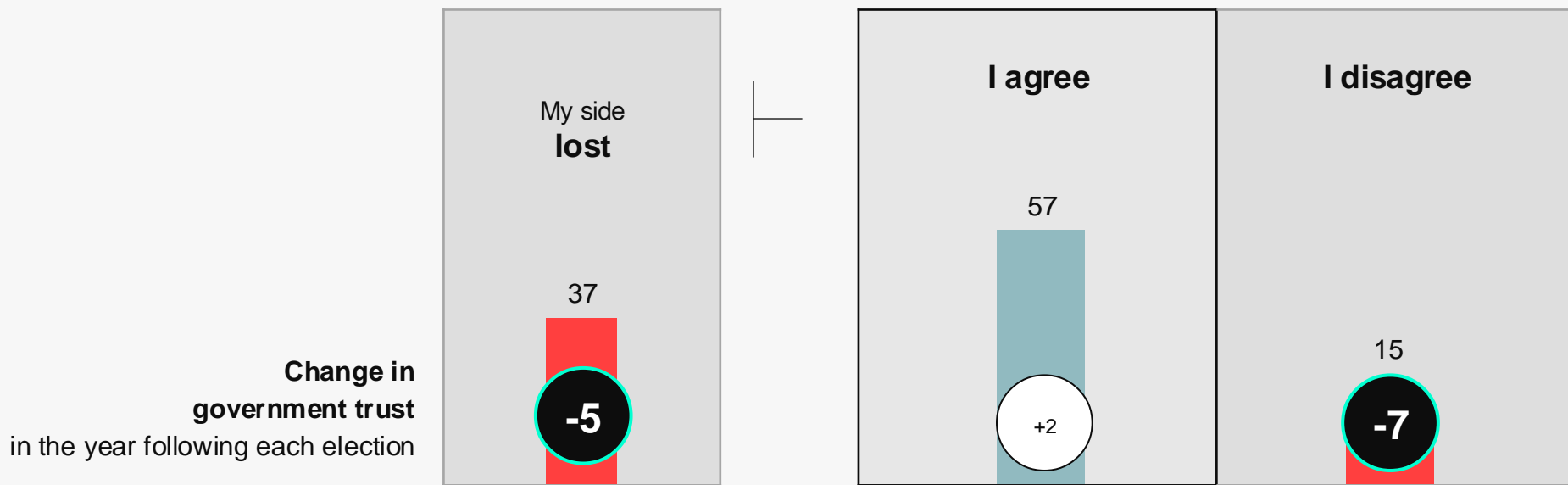
Among 8 countries that held a national election in 2022, percent who say, and change in the year following the election

- Countries with national elections in 2022
-  Australia
  -  Brazil
  -  Colombia
  -  France
  -  Italy
  -  Kenya
  -  Malaysia
  -  S. Korea



**I trust government**

**My government is fairly elected and legitimate**



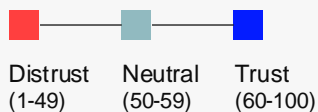
2024 Edelman Trust Barometer Special Analysis: Trust and Government. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, General population, 2022 election avg (8-mkt avg), by those who identify with the politics of the party that lost the election in 2022, and by those who agree with the statement "Our current government was fairly elected and is legitimate" (TMA\_SIE\_SHV/6-9) and those who disagree with the statement (TMA\_SIE\_SHV/1-4). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. Data from the 2023 and 2024 Edelman Trust Barometers.



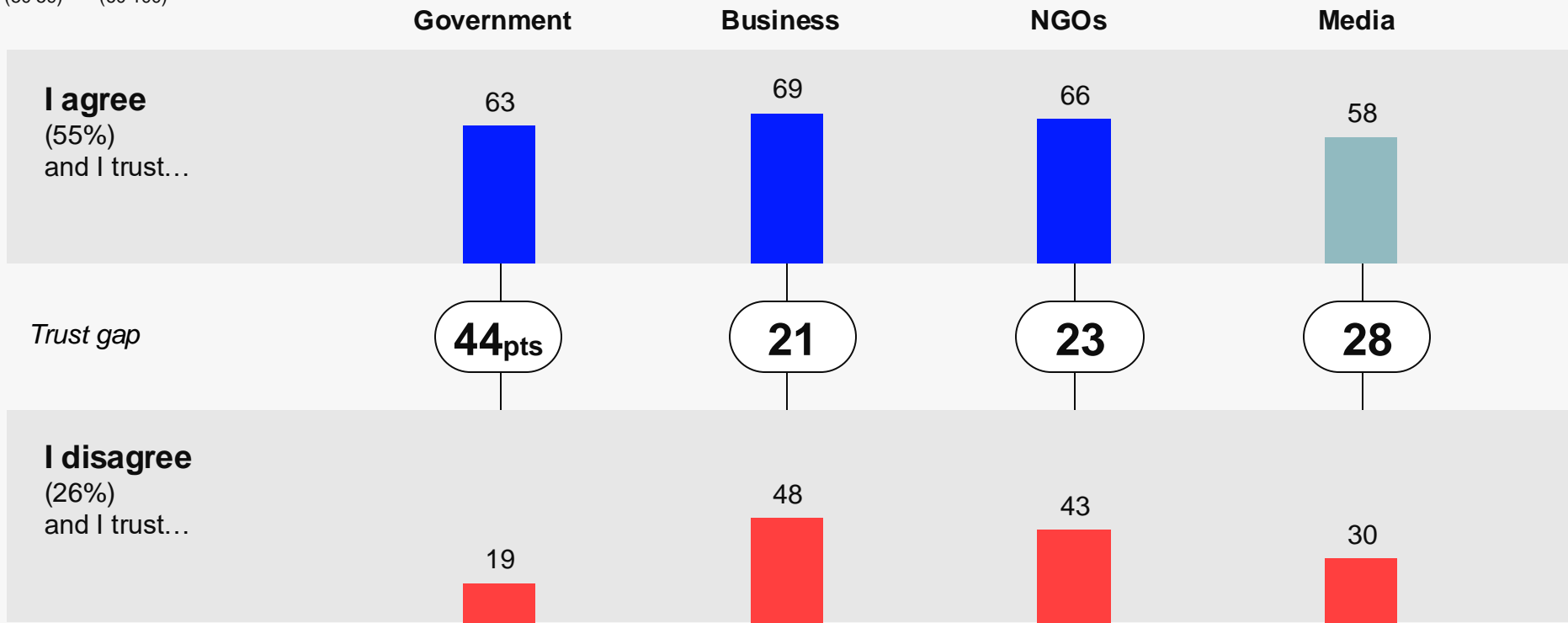
# All Institutions At Risk: When Government Not Seen As Legitimate, Every Institution Distrusted

Among countries with national elections between 2022 and 2025, percent who say

GLOBAL 24 excl Thailand  
Election avg



My government is fairly elected and legitimate



2024 Edelman Trust Barometer Special Analysis: Trust and Government. 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, 2022 – 2025 election avg (24-mkt avg), by those who agree with the statement “Our current government was fairly elected and is legitimate” (TMA\_SIE\_SHV/6-9) and those who disagree with the statement (TMA\_SIE\_SHV/1-4). China, Saudi Arabia, and the UAE are excluded from the global average. “My government was fairly elected and is legitimate” not asked in Thailand. Data from the 2024 Edelman Trust Barometer.



# Demand For Government to Get More Done



# Across Issues, Government Expected to Lead

Percent who say

GLOBAL 26

**This institution should take the lead**  
in addressing each issue:

- Very strong agreement (65 or higher)
- Strong agreement (50 to 64)
- Moderate agreement (26 to 49)
- Weak agreement (25 or less)

	Government	Business	NGOs	Media
<b>Economic inequality</b>	67	32	22	18
<b>Economic growth</b>	66	50	17	17
<b>Climate change</b>	65	39	36	29
<b>Discrimination</b>	61	24	30	34
<b>Workforce reskilling</b>	53	52	21	15
<b>Misinformation</b>	50	19	17	54

2024 Edelman Trust Barometer Special Analysis: Trust and Government. INS\_JOB. The country is currently facing many challenges. In meeting those challenges, we will need to rely on four key societal institutions – business, government, the media, and NGOs. Specifically, for each of the challenges listed below, please indicate which one or more of these four institutions, if any, you expect to take a leading role in addressing it. Pick all that apply. General population, 26-mkt avg. Nigeria and Sweden are excluded from the global average. Data from the 2022 Edelman Trust Barometer.



# Government Must Do More to Guide Our Country's Economic Growth

Percent who say

GLOBAL 11

Government should do more vs is going too far on each

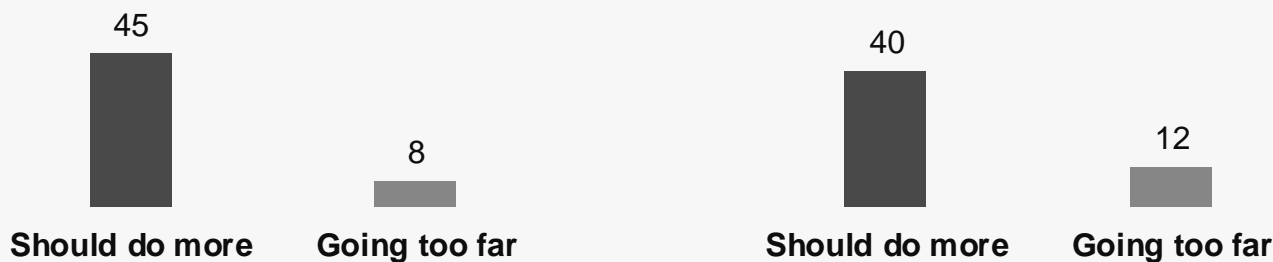
Incentivize business to invest in domestic manufacturing

Ensure domestic goods have competitive prices

Multiplier should do more vs going too far

5.5x

3.5x



Politics	Should do more	Going too far	Should do more	Going too far
Left	46	8	40	10
Center	46	6	38	11
Right	44	11	42	16

2024 Edelman Trust Barometer Special Analysis: Trust and Government. GOV\_BND. When it comes to each of the following areas, please indicate if you think the Government of your country is going too far and overstepping what they should be doing, is doing just the right amount in regard to this activity or is not going far enough in its actions and should be doing more. 3-point scale; code 1, too far; code 3, do more. General population, 11-mkt avg., and by political leaning. Multiplier rounded to the nearest .5. Argentina, Australia, China, Colombia, Indonesia, Ireland, Italy, Kenya, Malaysia, Netherlands, Nigeria, Saudi Arabia, Singapore, Spain, Sweden, Thailand, and the UAE are excluded from the global average. Data from the 2024 Edelman Trust Barometer Special Report: Brands and Politics.



# Government Must Do More to Ensure a Fair Playing Field

Percent who say

GLOBAL 11

Government should do more vs is going too far on each

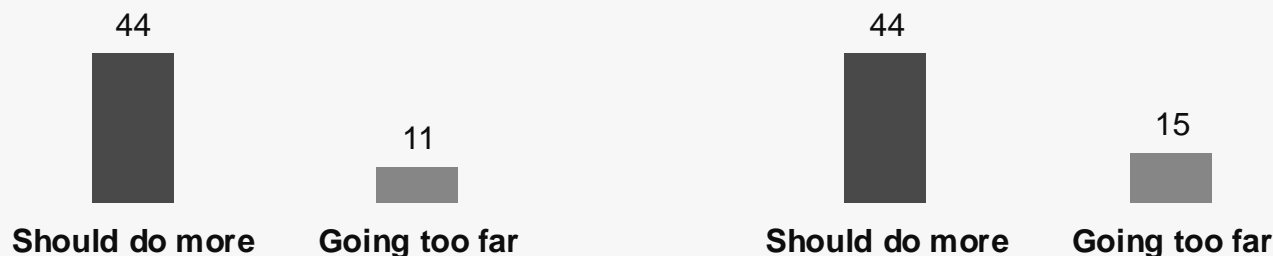
Promote equal access to opportunity across backgrounds

Limit speech that's hateful or dangerous

Multiplier should do more vs going too far

4x

3x



Politics	Promote equal access		Limit speech	
	Should do more	Going too far	Should do more	Going too far
Left	53	8	49	11
Center	45	8	44	13
Right	36	19	40	24

2024 Edelman Trust Barometer Special Analysis: Trust and Government. GOV\_BND. When it comes to each of the following areas, please indicate if you think the Government of your country is going too far and overstepping what they should be doing, is doing just the right amount in regard to this activity or is not going far enough in its actions and should be doing more. 3-point scale; code 1, too far; code 3, do more. General population, 11-mkt avg., and by political leaning. Multiplier rounded to the nearest .5. Argentina, Australia, China, Colombia, Indonesia, Ireland, Italy, Kenya, Malaysia, Netherlands, Nigeria, Saudi Arabia, Singapore, Spain, Sweden, Thailand, and the UAE are excluded from the global average. Data from the 2024 Edelman Trust Barometer Special Report: Brands and Politics.





# Government-Business Partnership More Effective Than Either Institution Working Alone

On average, percent who say

GLOBAL 11

Across a range of issues measured (avg), each is most likely to result in **constructive action**

*Climate change*

*Treatment of workers*

*Discrimination*

*Job reskilling*

*Income inequality*

*Misinformation*

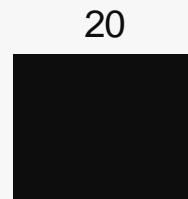
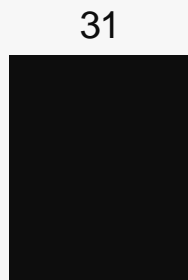
*Healthcare access*

*Immigration*

Government and business working in **partnership**

**Government** working alone

**Business** working alone



2024 Edelman Trust Barometer Special Analysis: Trust and Government. GOV\_VS\_BUS3. For each of the societal issues listed below, please indicate which of the following is the most likely to result in constructive action to address it. 5-pt scale; Code 3, government working alone; Code 4, business working alone; code 5, business and government working together. Question asked of half the sample. General population, 11-mkt avg. Data shown is an average across the following issues: climate change, discrimination, misinformation, immigration, treatment of workers, job reskilling, healthcare access, and economic inequality. Argentina, Australia, China, Colombia, Indonesia, Ireland, Italy, Kenya, Malaysia, Netherlands, Nigeria, Saudi Arabia, Singapore, Spain, Sweden, Thailand, and the UAE are excluded from the global average. Data from the 2024 Edelman Trust Barometer Special Report: Brands and Politics.

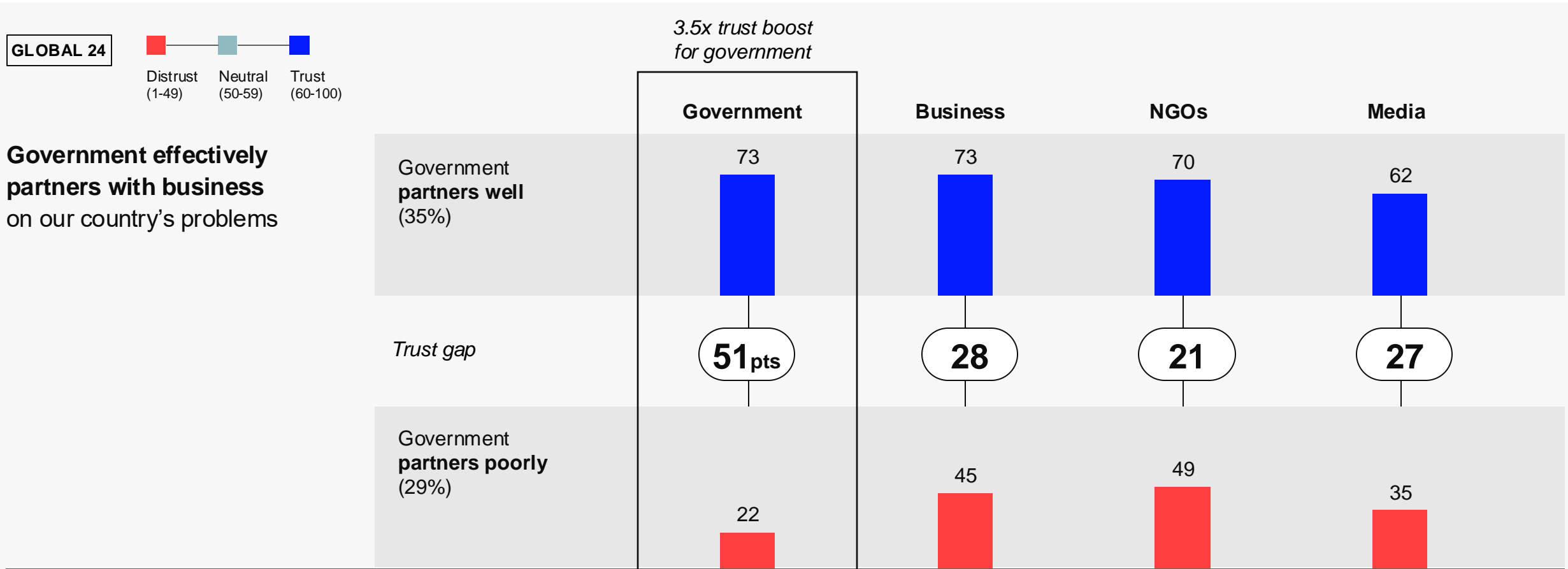


# Partnership Powers Trust



# Government–Business Partnership Unlocks Trust Across Institutions

Percent trust in government, among those who say government partners well vs. poorly with business to solve our country’s problems



2024 Edelman Trust Barometer Special Analysis: Trust and Government. 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, 24-mkt avg., by those who say government is doing well at ‘Forging strong working partnerships with business to develop solutions to our country’s problems’ (PER\_GOV/T2B) and by those who say government is doing this poorly (PER\_GOV/B2B). China, Nigeria, Sweden, and Thailand are excluded from the global average. Data from the 2020 Edelman Trust Barometer.



# Addressing Societal Issues Not Just a Government Responsibility: Business Must Also Do More

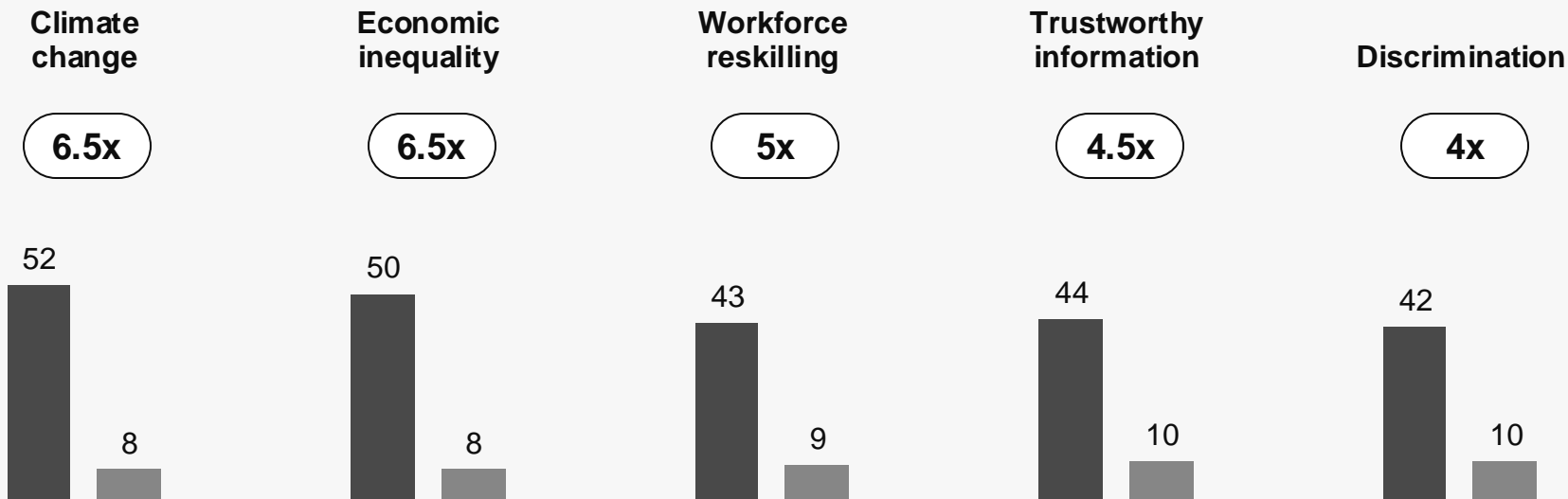
Percent who say

GLOBAL 26 excl S. Korea

## Business should do more vs is going too far on each

■ ————— ■  
should do more      going too far

**Multiplier**  
should do more vs going too far



2024 Edelman Trust Barometer Special Analysis: Trust and Government. BUS\_BND. Think about business as an institution, and its current level of engagement in addressing societal needs and issues. When it comes to each of the following areas, please indicate if you think business is going too far and overstepping what it should be doing, is doing just the right amount in regard to this activity, or is not going far enough in its actions and should be doing more. 3-point scale; code 3, "not doing enough"; code 1, "overstepping". General population, 26-mkt avg. The multipliers are rounded to the nearest .5. S. Korea and Sweden are excluded from the global average. Data from the 2023 Edelman Trust Barometer.



# Business: Partner With Government to Earn Trust on Innovation

Percent who say

GLOBAL 22



2015 to 2024

○ Significant change

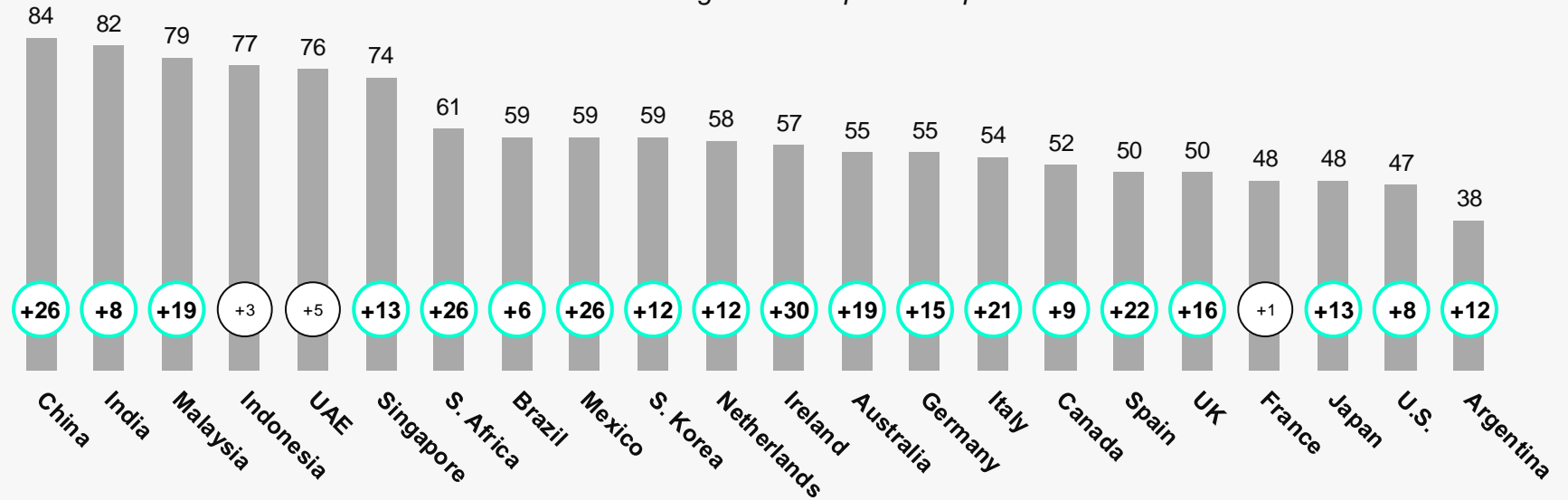
If business partners with government,  
I would trust it more with technology-led changes

Since 2015, double-digit increases in demand for business-government partnership on innovation

60%

+15 pts

Change, 2015 to 2024



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. Colombia, Kenya, Nigeria, Saudi Arabia, Sweden, and Thailand are excluded from the global average.



# Government and Business: Improve Information Quality to Strengthen the Social Fabric

Percent who say each is important to increased civility and a stronger social fabric

GLOBAL 27

## Government: Create Accountability for False Information

Hold people accountable  
for misinformation

76%

## Business: Support Nonpartisan Information

Support media that unifies,  
not divides

65%



# 2024 Edelman Trust Barometer Special Analysis: Trust and Government Bringing Institutions Into Balance

**1**

## Build trust through partnership

When business and government work together, both sides benefit. Each institution must play its role and collaborate to manage innovation, fight misinformation, and build trust across the system.

**2**

## Prioritize information integrity

Voters around the world worry about misinformation that can undermine election legitimacy. Every institution has a stake in improving the quality of information, and with that, unlocking trust.

**3**

## Earn Gen Z's trust in the system

Despite coming of age in a polarized era, Gen Z most wants to effect change. To harness this energy, give young people proof that institutions work for them and engage them with news on their native channels.

**4**

## Government: deliver results

Globally, people want more action from government, not less. Meet the demand for government leadership on the national economy, fair access to opportunity, and addressing disinformation.



# Supplemental Data

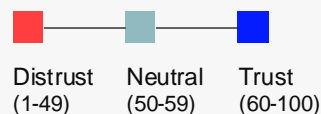




## Data in Detail

# 10-Year Trend: Trust in Government

Percent trust in government



	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	10yr change
Argentina	22	23	26	33	41	31	34	30	22	20	21	-1
Australia	38	37	45	37	35	42	44	61	52	45	50	+12*
Brazil	27	32	21	24	18	28	37	39	34	40	42	+15*
Canada	42	47	53	43	46	53	50	59	53	51	49	+7*
China	70	75	79	76	84	86	90	82	91	89	85	+15*
Colombia	-	-	32	32	24	37	33	33	32	40	31	-
France	20	27	24	25	33	32	35	35	34	41	39	+19*
Germany	39	40	39	38	43	40	45	59	47	47	42	+3
India	51	68	65	75	70	74	81	79	74	76	76	+25*
Indonesia	49	65	58	71	73	75	75	70	76	76	73	+24*

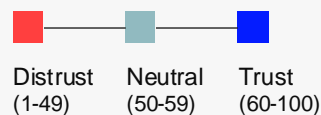
2024 Edelman Trust Barometer Special Analysis: Trust and Government. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, by country. Data from the 2024 Edelman Trust Barometer. 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 2021-2023 trust in government scores have been imputed using a model. For more details, please see the Technical Appendix.



## Data in Detail

# 10-Year Trend: Trust in Government

Percent trust in government



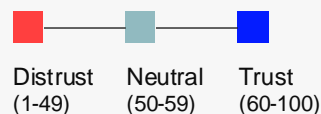
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	10yr change
Ireland	21	22	32	32	35	38	41	48	49	47	45	+24*
Italy	18	27	30	31	27	43	41	51	49	46	42	+24*
Japan	39	36	39	37	37	39	43	37	36	33	32	-7*
Kenya	-	-	-	-	-	-	34	38	39	43	42	-
Malaysia	51	46	39	37	46	60	58	65	62	54	67	+16*
Mexico	28	28	32	24	28	34	44	44	43	47	47	+19*
Netherlands	45	51	49	51	54	54	59	69	58	51	55	+10*
Nigeria	-	-	-	-	-	-	-	-	34	35	42	-
Saudi Arabia	-	-	-	-	-	76	78	82	82	83	86	-
Singapore	73	68	74	69	65	67	70	76	74	76	77	+4

2024 Edelman Trust Barometer Special Analysis: Trust and Government. 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, by country. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. Data from the 2024 Edelman Trust Barometer.



*Data in Detail***10-Year Trend: Trust in Government**

Percent trust in government



Significant change\*

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	10yr change
<b>S. Africa</b>	15	16	16	15	14	21	20	27	26	22	29	+14*
<b>S. Korea</b>	39	30	35	28	45	48	51	50	42	34	41	+2
<b>Spain</b>	14	15	26	25	34	26	30	34	34	36	36	+22*
<b>Sweden</b>	-	-	-	-	-	-	-	-	-	57	54	-
<b>Thailand</b>	-	-	-	-	-	-	60	51	60	56	64	-
<b>UAE</b>	78	83	80	75	77	82	76	80	87	86	84	+6*
<b>UK</b>	36	34	36	36	36	42	36	45	42	37	30	-6*
<b>U.S.</b>	32	35	39	47	33	40	39	42	39	42	40	+8*

2024 Edelman Trust Barometer Special Analysis: Trust and Government. 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, by country. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. Data from the 2024 Edelman Trust Barometer.



# Technical Appendix



## 2024 Edelman Trust Barometer Special Analysis: Trust and Government

**Countries Comprising Each Dataset Utilized for This Report**

2020 Edelman Trust Barometer	2022 Edelman Trust Barometer	2023 Edelman Trust Barometer	2024 Edelman Trust Barometer	2024 Edelman Trust Barometer Special Report: Brands and Politics
Argentina	Argentina	Argentina	Argentina	---
Australia	Australia	Australia	Australia	---
Brazil	Brazil	Brazil	Brazil	Brazil
Canada	Canada	Canada	Canada	Canada
China	China	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	---
Italy	Italy	Italy	Italy	---
Japan	Japan	Japan	Japan	Japan
Kenya	Kenya	Kenya	Kenya	---
Malaysia	Malaysia	Malaysia	Malaysia	---
Mexico	Mexico	Mexico	Mexico	Mexico
Netherlands	Netherlands	Netherlands	Netherlands	---
---	Nigeria	Nigeria	Nigeria	---
Russia	Russia	---	---	---
Saudi Arabia	Saudi Arabia	Saudi Arabia	Saudi Arabia	Saudi Arabia
Singapore	Singapore	Singapore	Singapore	---
S. Africa	S. Africa	S. Africa	S. Africa	S. Africa
S. Korea	S. Korea	S. Korea	S. Korea	S. Korea
Spain	Spain	Spain	Spain	---
---	---	Sweden	Sweden	---
Thailand	Thailand	Thailand	Thailand	---
UAE	UAE	UAE	UAE	UAE
UK	UK	UK	UK	UK
U.S.	U.S.	U.S.	U.S.	U.S.



## 2020 Edelman Trust Barometer: Sample in Detail

# Sample Size, Quotas and Margin of Error

Country	Weighted Sample Size <sup>1</sup>	Unweighted Sample Size	Margin of Error – Total Sample <sup>3</sup>	Margin of Error – Half Sample <sup>3</sup>	Quotas Set On <sup>4</sup>	
Global 27 <sup>2</sup>	31,050	31,451	+/- 0.7 percentage points total sample	+/- 1.0 percentage points half sample	Quotas set at the market level	
Argentina	1,150	1,153	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	Age, Gender, Region	
Australia	1,150	1,155				
Brazil	1,150	1,150	+/- 3.3 pct pts. total sample	+/- 4.7 pct pts. half sample		
Canada	1,150	1,500				
China <sup>5</sup>	1,150	1,150				
Colombia	1,150	1,150	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample		
France	1,150	1,150				
Germany	1,150	1,150				
India	1,150	1,150				
Indonesia	1,150	1,151				
Ireland	1,150	1,150				
Italy	1,150	1,150				
Japan	1,150	1,150				
Kenya	1,150	1,166				+/- 5.3 pct pts. half sample
Malaysia	1,150	1,151				+/- 5.4 pct pts. half sample
Mexico	1,150	1,152				
Netherlands	1,150	1,151	+/- 5.3 pct pts. half sample			
Russia	1,150	1,167				
Saudi Arabia	1,150	1,132				
Singapore	1,150	1,157	+/- 5.4 pct pts. half sample			
S. Africa	1,150	1,157				
S. Korea	1,150	1,151				
Spain	1,150	1,151				
Thailand	1,150	1,151				
UAE	1,150	1,155				
UK	1,150	1,151				
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.



## 2022 Edelman Trust Barometer: Sample in Detail

## Sample Size, Quotas and Margin of Error

Country	Weighted Sample Size <sup>1</sup>	Unweighted Sample Size	Margin of Error – Total Sample <sup>3</sup>	Margin of Error – Half Sample <sup>3</sup>	Quotas Set On <sup>4</sup>
Global 27 <sup>2,6</sup>	31,050	31,714	+/- 0.7 percentage points total sample	+/- 1.0 percentage points half sample	Quotas set at the market level
Argentina	1,150	1,155	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	Age, Gender, Region
Australia	1,150	1,179	+/- 3.7 pct pts. total sample	+/- 5.3 pct pts. half sample	
Brazil	1,150	1,178	+/- 3.8 pct pts. total sample	+/- 4.7 pct pts. half sample	
Canada	1,150	1,517	+/- 3.3 pct pts. total sample	+/- 5.3 pct pts. half sample	
China <sup>5</sup>	1,150	1,159	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Colombia	1,150	1,189	+/- 3.7 pct pts. total sample	+/- 5.3 pct pts. half sample	
France	1,150	1,159	+/- 3.8 pct pts. total sample	+/- 5.3 pct pts. half sample	
Germany	1,150	1,155	+/- 3.8 pct pts. total sample	+/- 5.3 pct pts. half sample	
India	1,150	1,172	+/- 3.7 pct pts. total sample	+/- 5.4 pct pts. half sample	
Indonesia	1,150	1,186	+/- 3.8 pct pts. total sample	+/- 5.3 pct pts. half sample	
Ireland	1,150	1,160	+/- 3.7 pct pts. total sample	+/- 5.4 pct pts. half sample	
Italy	1,150	1,170	+/- 3.7 pct pts. total sample	+/- 5.3 pct pts. half sample	
Japan	1,150	1,161	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Kenya	1,150	1,196	+/- 3.7 pct pts. total sample	+/- 5.3 pct pts. half sample	
Malaysia	1,150	1,195	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Mexico	1,150	1,169	+/- 3.9 pct pts. total sample	+/- 5.5 pct pts. half sample	
Netherlands	1,150	1,170	+/- 3.7 pct pts. total sample	+/- 5.4 pct pts. half sample	
Nigeria	1,150	1,130	+/- 3.8 pct pts. total sample	+/- 5.3 pct pts. half sample	
Russia	1,150	1,118	+/- 3.9 pct pts. total sample	+/- 5.4 pct pts. half sample	
Saudi Arabia	1,150	1,079	+/- 3.8 pct pts. total sample	+/- 5.3 pct pts. half sample	
Singapore	1,150	1,137	+/- 3.9 pct pts. total sample	+/- 5.5 pct pts. half sample	
S. Africa	1,150	1,173	+/- 3.7 pct pts. total sample	+/- 5.4 pct pts. half sample	
S. Korea	1,150	1,146	+/- 3.8 pct pts. total sample	+/- 5.3 pct pts. half sample	
Spain	1,150	1,160	+/- 3.7 pct pts. total sample	+/- 5.4 pct pts. half sample	
Thailand	1,150	1,202	+/- 3.8 pct pts. total sample	+/- 5.3 pct pts. half sample	
UAE	1,150	1,116	+/- 3.7 pct pts. total sample	+/- 5.4 pct pts. half sample	
UK	1,150	1,170	+/- 3.9 pct pts. total sample	+/- 5.5 pct pts. half sample	
U.S.	1,150	1,143	+/- 3.8 pct pts. total sample	+/- 5.3 pct pts. half sample	

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.

6. Nigeria is excluded from the Global average. They will be included once they've been in the survey for two consecutive years and meet standards for inclusion, such as consistent ability to achieve quota targets and sample composition year-over-year.



## 2023 Edelman Trust Barometer: Sample in Detail

# Sample Size, Quotas and Margin of Error

Country	Weighted Sample Size <sup>1</sup>	Unweighted Sample Size	Margin of Error – Total Sample <sup>3</sup>	Margin of Error – Half Sample <sup>3</sup>	Quotas Set On <sup>4</sup>
Global 27 <sup>2,6</sup>	31,050	31,171	+/- 0.6 percentage points total sample	+/- 0.8 percentage points half sample	Quotas set at the market level
Argentina	1,150	1,120	+/- 2.9 pct pts. total sample	+/- 4.1 pct pts. half sample	Age, Gender, Region
Australia	1,150	1,152			
Brazil	1,150	1,150	+/- 2.5 pct pts. total sample	+/- 3.6 pct pts. half sample	
Canada	1,150	1,500			
China <sup>5</sup>	1,150	1,149			
Colombia	1,150	1,151	+/- 2.9 pct pts. total sample	+/- 4.1 pct pts. half sample	
France	1,150	1,151			
Germany	1,150	1,150			
India	1,150	1,145			
Indonesia	1,150	1,118			
Ireland	1,150	1,150			
Italy	1,150	1,151			
Japan	1,150	1,150			
Kenya	1,150	1,150			
Malaysia	1,150	1,120			
Mexico	1,150	1,150	+/- 3.0 pct pts. total sample	+/- 4.2 pct pts. half sample	
Netherlands	1,150	1,142			
Nigeria	1,150	1,142	+/- 2.9 pct pts. total sample	+/- 4.1 pct pts. half sample	
Saudi Arabia	1,150	1,082			
Singapore	1,150	1,135			
S. Africa	1,150	1,153			
S. Korea	1,150	1,150			
Spain	1,150	1,150			
Sweden	1,150	1,150			
Thailand	1,150	1,133			
UAE	1,150	1,143			
UK	1,150	1,150			
U.S.	1,150	1,134			

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.
6. Sweden is excluded from the Global average. They will be included once they've been in the survey for two consecutive years and meet standards for inclusion, such as consistent ability to achieve quota targets and sample composition year-over-year.





## 2024 Edelman Trust Barometer: Sample in Detail

## Sample Size, Quotas and Margin of Error

Country	Weighted Sample Size <sup>1</sup>	Unweighted Sample Size	Margin of Error – Total Sample <sup>3</sup>	Margin of Error – Half Sample <sup>3</sup>	Quotas Set On <sup>4</sup>
Global 28 <sup>2</sup>	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 <sup>5</sup>	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			
Indonesia	1,150	1,152	+/- 3.9 pct pts. total sample	+/- 5.5 pct pts. half sample	
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			
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 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 Special Report: Brands and Politics - Sample in Detail

# Sample Size, Quotas and Margin of Error

Country	Weighed Sample Size <sup>1</sup>	Unweighted Sample Size	Margin of Error – Total Sample <sup>3</sup>	Margin of Error – Half Sample <sup>3</sup>	Quotas Set On <sup>4</sup>
<b>Global 14<sup>2,6</sup></b>	14,000	13,957	+/- 1.1 percentage points total sample	+/- 1.5 percentage points half sample	Quotas set at the market level
<b>Brazil</b>	1,000	1,000	+/- 4.1 pct pts. total sample	+/- 5.8 pct pts. half sample	Age, Gender, Region
<b>Canada</b>	1,000	1,000			
<b>China<sup>5</sup></b>	1,000	1,000			
<b>France</b>	1,000	1,001			
<b>Germany</b>	1,000	1,001			
<b>India</b>	1,000	1,001			
<b>Indonesia</b>	1,000	1,000			
<b>Japan</b>	1,000	1,000			
<b>Mexico</b>	1,000	1,000			
<b>Saudi Arabia</b>	1,000	955	+/- 4.2 pct pts. total sample	+/- 5.9 pct pts. total sample	
<b>S. Africa</b>	1,000	998	+/- 4.1 pct pts. total sample	+/- 5.8 pct pts. half sample	
<b>S. Korea</b>	1,000	1,002			
<b>UAE</b>	1,000	997			
<b>UK</b>	1,000	1,001			
<b>U.S.</b>	1,000	1,001			

1. Data reported on slides is weighted to the same total base size to ensure each market has an equal effect on the global total. 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, at the 99% confidence level.
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.
6. Indonesia is excluded from the Global average. They will be included once they’ve been in the survey for two consecutive years and meet standards for inclusion, such as consistent ability to achieve quota targets and sample composition year-over-year.



2024 Edelman Trust Barometer Special Analysis: Trust and Government

## Survey Languages Used and Internet Penetration by Country

	Languages	Internet Penetration*		Languages	Internet Penetration*		Languages	Internet Penetration*
<b>Global</b>	-	-	<b>Indonesia</b>	Indonesian	69%	<b>Singapore</b>	Localized English, Simplified Chinese	94%
<b>Argentina</b>	Localized Spanish	89%	<b>Ireland</b>	Localized English	96%	<b>S. Africa</b>	Localized English, Afrikaans	75%
<b>Australia</b>	Localized English	95%	<b>Italy</b>	Italian	87%	<b>S. Korea</b>	Korean	97%
<b>Brazil</b>	Portuguese	84%	<b>Japan</b>	Japanese	85%	<b>Spain</b>	Spanish	95%
<b>Canada</b>	Localized English, Canadian French	94%	<b>Kenya</b>	Localized English	41%	<b>Sweden</b>	Localized English, Swedish	96%
<b>China</b>	Simplified Chinese	77%	<b>Malaysia</b>	Malay	98%	<b>Thailand</b>	Thai	90%
<b>Colombia</b>	Localized Spanish	73%	<b>Mexico</b>	Localized Spanish	81%	<b>UAE</b>	Localized English, Arabic	100%
<b>France</b>	French	87%	<b>Netherlands</b>	Localized English, Dutch	97%	<b>UK</b>	Localized English	95%
<b>Germany</b>	German	92%	<b>Nigeria</b>	Localized English	35%	<b>U.S.</b>	English, Localized Spanish	97%
<b>India</b>	Localized English, Hindi	43%	<b>Saudi Arabia</b>	Localized English, Arabic	100%			

Data source: [Individuals using the Internet \(% of population\) | Data \(worldbank.org\)](#) as of October 15, 2024

Due to disproportionate access to internet in countries with lower internet penetration, the online sample in those countries tends to skew younger, urban, and more affluent.



## 2024 Edelman Trust Barometer Special Analysis: Trust and Government

**Generation<sup>1</sup> Age Ranges by Year**

	<b>Adult Gen Z</b> 1997-2006	<b>Millennials</b> 1981-1996	<b>Gen X</b> 1965-1980	<b>Boomers/Silent<sup>2</sup></b> 1928+
<b>Fielded in 2024</b>	18-27	28-43	44-59	60+
<b>2023</b>	18-26	27-42	43-58	59+
<b>2022</b>	18-25	26-41	42-57	58+
<b>2021</b>	18-24	25-40	41-56	57+
<b>2020</b>	18-23	24-39	40-55	56+
<b>2019</b>	18-22	23-38	39-54	55+

1. Age ranges for each generation are determined using the PEW Research Center's definitions and based on the year in which the data was collected: <https://www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/>

2. Due to low sample sizes, the Boomer and older generations are combined



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## Developed vs. Developing Countries

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

Data source: [https://www.imf.org/external/datamapper/NGDP\\_RPCH@WEQ/OEMDC/ADVEC/WEOWORLD/BRA](https://www.imf.org/external/datamapper/NGDP_RPCH@WEQ/OEMDC/ADVEC/WEOWORLD/BRA)



About the Data:

## 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
<b>Trust in institutions</b>	<b>TRU_INS:</b> 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)
<b>Economic optimism</b>	<b>CNG_FUT:</b> 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?
<b>Government competence</b>	<b>TRU_3D_GOV:</b> To what extent do you agree with the following statement?
	Government in general is good at what it does
<b>Fears of gig-economy</b>	<b>POP_EMO:</b> 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
<b>Government ethics dimensions</b>	<b>GOV_PER_DIM:</b> 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:

## 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



Data Analysis Explained:

## How We Calculated Volatility Around Trust in Government After Elections

The primary goal of this analysis was to detect any patterns regarding a change in government trust levels among respondents whose side (in terms of left, right, or center) **lost** a recent national election versus respondents whose side **won**. We also wanted to see how belief in **election legitimacy** affects these outcomes.

We began collecting data on respondents' political ideologies (in terms of identifying as left-leaning, right-leaning, or center) and their perception of election legitimacy in the 2023 Trust Barometer, fielded in November 2022. Our analysis looks at markets that held national elections in 2022, comparing trust in government as of November 2022, the same year as the elections were held, and November 2023, over a year after these elections were held.

As an additional step of analysis, trust in government among respondents whose side lost the recent election was filtered by whether they agreed or disagreed with the statement, "Our current government was fairly elected and is legitimate." The analysis shows that trust in government remains stable in the year after a lost election if respondents agree that the results are legitimate. When respondents disagree with this statement, however, there is a significant drop in government trust from the year of the election to the year after the election.

	Country	Winning party
	Australia	Left-leaning
	Brazil	Left-leaning
	Colombia	Left-leaning
	France	Left-leaning
	Italy	Right-leaning
	Kenya	Right-leaning
	Malaysia	Left-leaning
	S. Korea	Right-leaning

Variable	Question text
Trust in government	<b>TRU_INS:</b> 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". <i>Trust, top 4 box on a 9-point scale</i>
	Government in general
Election legitimacy	<b>TMA_SIE_SHV:</b> Please indicate how much you agree or disagree with the following statements. <i>Agree, top 4 box on a 9-point scale vs. Disagree, bottom 4 box on a 9-point scale.</i>
	Our current government was fairly elected and is legitimate





**Shortened Text**



2024 Edelman Trust Barometer Special Analysis: Trust and Government  
Full Text For Answer Choices Abbreviated

# Government Distrust Erodes the Social Fabric

SOC\_FAB\_MAN. How true is each of the following statements about yourself or your country?

Shortened	Full
I will sacrifice for the greater good of our country	<b>I am willing to make personal sacrifices for the greater good of our country</b>
The greater good is more important than maximizing my personal freedom	<b>Having a smoothly functioning society where people cooperate and are willing to make compromises for the greater good is more important to me than maximizing my personal freedom</b>



2024 Edelman Trust Barometer Special Analysis: Trust and Government

Full Text For Answer Choices Abbreviated

# Election Anxiety: Fear Election Outcomes, Misinformation, Polarization

PERS\_EMO. How much do you worry about each of the following?

Shortened	Full
<p><b>Election outcomes</b> taking us in the wrong direction</p>	<p>People who would take your country in the wrong direction being elected to positions of power</p>
<p><b>AI-generated misinformation</b> swaying votes</p>	<p>The people in your country making decisions about who to vote for based on artificial intelligence and deepfake-generated misinformation about the candidates</p>
<p><b>Foreign disinformation</b> inflaming our differences</p>	<p>Other countries waging an information war against us by purposefully contaminating our media with falsehoods and publishing things meant to inflame our differences</p>
<p><b>Political polarization</b> making progress difficult</p>	<p>Political polarization: the inability of people on opposing sides of societal issues to get along with each other, and work together to solve the problems your country is facing</p>



## 2024 Edelman Trust Barometer Special Analysis: Trust and Government

Full Text For Answer Choices Abbreviated

# Across Issues, Government Expected to Lead

INS\_JOB. The country is currently facing many challenges. In meeting those challenges, we will need to rely on four key societal institutions -- business, government, the media, and NGOs. Specifically, for each of the challenges listed below, please indicate which one or more of these four institutions, if any, you expect to take a leading role in addressing it.

Shortened	Full
<b>Economic inequality</b>	<b>Redressing economic inequality, narrowing the opportunity gap between the richest and poorest in this country, and lifting people out of poverty</b>
<b>Economic growth</b>	<b>Driving the economic growth and future prosperity of our country</b>
<b>Climate change</b>	<b>Addressing climate change</b>
<b>Discrimination</b>	<b>Addressing systemic injustice and discrimination in this country based on race, gender, religion, or sexual orientation</b>
<b>Workforce reskilling</b>	<b>Doing the workforce reskilling and retraining necessary to keep people employable whose jobs are being eliminated or greatly altered by automation and artificial intelligence</b>
<b>Misinformation</b>	<b>Controlling the malicious spreading of misleading and false information and ensuring the availability of trustworthy information</b>



## 2024 Edelman Trust Barometer Special Analysis: Trust and Government

## Full Text For Answer Choices Abbreviated

**Government Must Do More**

GOV\_BND. When it comes to each of the following areas, please indicate if you think the Government of your country is going too far and overstepping what they should be doing, is doing just the right amount in regard to this activity or is not going far enough in its actions and should be doing more.

Shortened	Full
Incentivize climate friendly behavior	<b>Incentivizing people in your country to adopt behaviors that contribute to a more sustainable future, such as subsidizing environmentally-friendly products</b>
Promote equal access to opportunity across backgrounds	<b>Creating an environment to ensure that people from disadvantaged communities have access to opportunities they've been traditionally excluded from</b>
Limit speech that's hateful or dangerous	<b>Limiting speech that is considered hateful, inflammatory, or dangerous</b>
Provide funding to businesses for research and development	<b>Providing funding to businesses for the research and development of new products and innovations</b>
Regulate foreign companies that collect data on your country's citizens	<b>Regulating foreign technology companies that collect data on your country's citizens</b>
Incentivize business to invest in domestic manufacturing	<b>Incentivizing business and industry to manufacture and source resources for their products within your country</b>
Ensure domestic goods have competitive prices	<b>Setting tariffs to ensure that the pricing of domestic goods makes them more attractive to consumers than foreign goods</b>



2024 Edelman Trust Barometer Special Analysis: Trust and Government

Full Text For Answer Choices Abbreviated

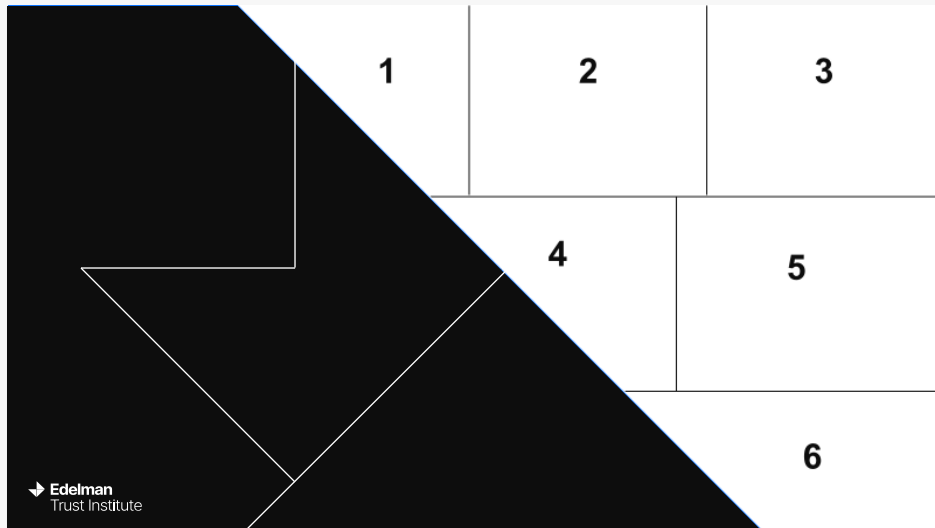
## Government and Business: Improve Information Quality to Strengthen the Social Fabric

POL\_SOL. How important do you feel each of the following would be to increasing civility among people in your country and strengthening the social fabric that binds people together?

Shortened	Full
Hold people accountable for misinformation	<b>Holding people who spread false and misleading information accountable for their action with fines, lawsuits, and criminal prosecution</b>
Support media that unifies, not divides	<b>Companies spending their advertising money on media channels and news programs that emphasize cooperation, moderation, and consensus building, and not on those which worsen divisions among different groups of people and support extreme positions</b>



# 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: (December 10, 2023)** *Tomas Cuesta via Getty Images*
2. **Economic Freedom Fighters (EFF) leader Julius Malema casts his ballot as members of parliament vote for the new President of South Africa during the first sitting of the New South African Parliament in Cape Town:(June 14 2023).** *WIKUS DE WET /AFP via Getty Images)*
3. **Supporters of former President Jair Bolsonaro clash with security forces as they raid the National Congress in Brasilia, Brazil, January 2023. Groups shouting slogans demanding intervention from the army broke through the police barrier and entered the Congress building: (January 8, 2023)** *Joedson Alves/Anadolu Agency via Getty Images)*
4. **A boy looks at a smartphone screen with the TikTok app displayed: (April 2023)** *Matt Cardy/Getty Images)*
5. **US Vice President and Democratic presidential candidate Kamala Harris (R) shakes hands with former US President and Republican presidential candidate Donald Trump during a presidential debate:(September 10 2024).** *SAUL LOEB/AFP via Getty Images)*
6. **A woman casts her ballot at a polling station during Thailand's general election in Bangkok: (May 14 2023)** *Peerapon Boonyakiat/SOPA Images/LightRocket via Getty Images)*

