

2024 Edelman Trust Barometer

India Report



2024 Edelman Trust Barometer

Methodology

Annual online survey in its 24th year

Fieldwork conducted: Nov 3 – Nov 22, 2023



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

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

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

Global averages

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

Statistical significance



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

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

Shortened question text

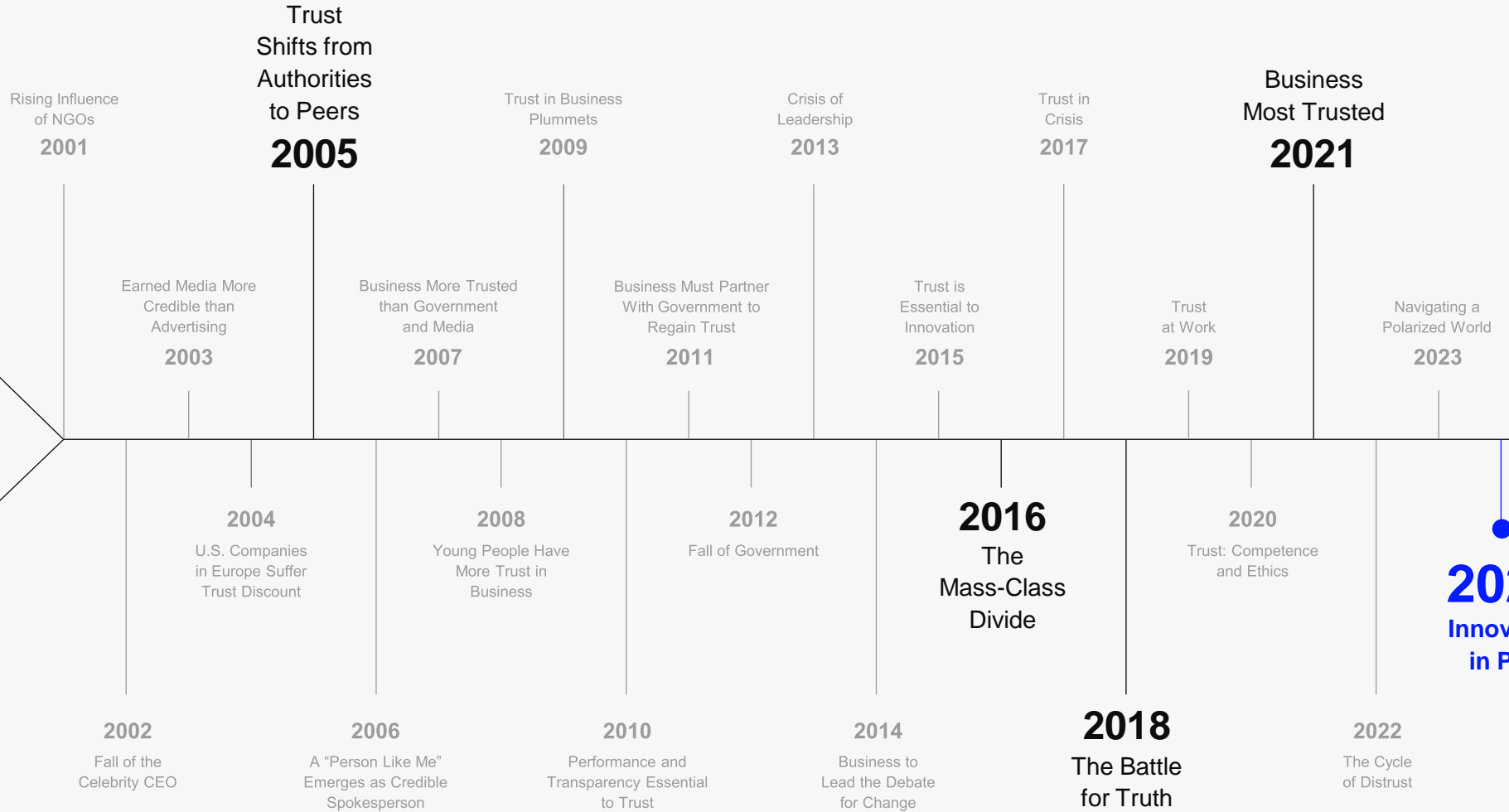
Throughout the report, question text has been edited for readability.

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

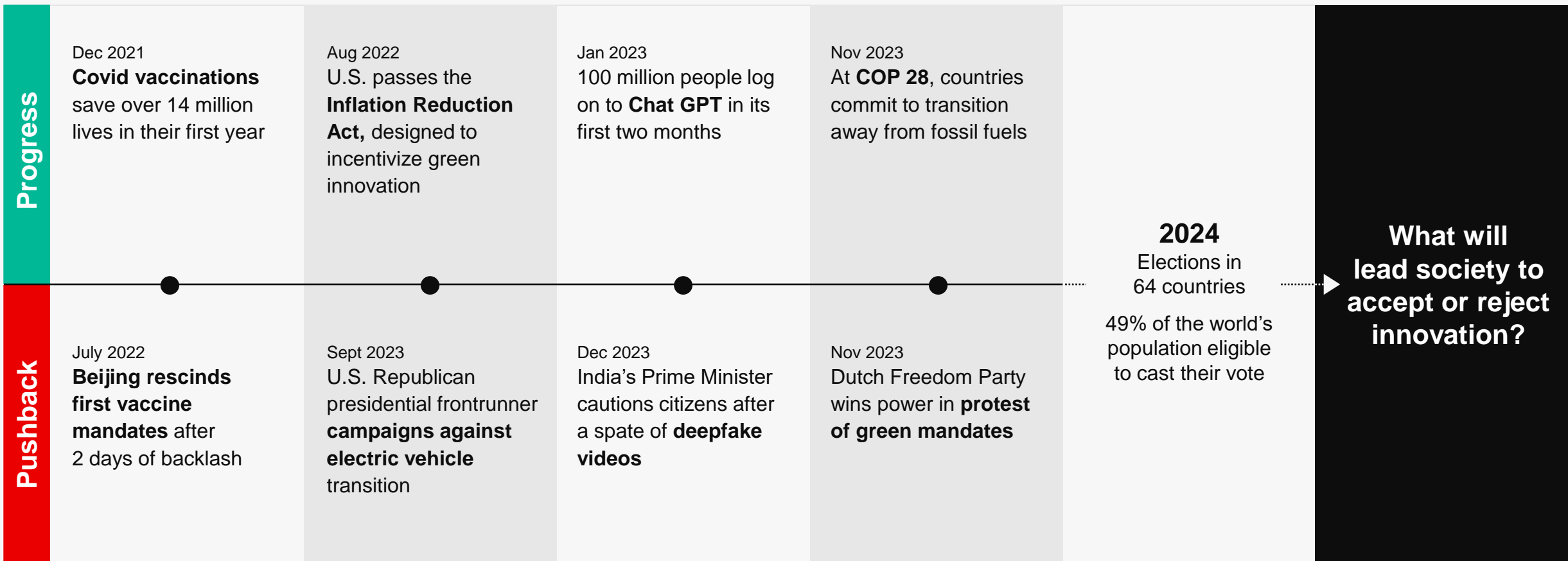


24

Years of Trust:
power shifts,
divisions deepen



A Global Referendum on Innovation in Society



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

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

Far right: [Time](#)

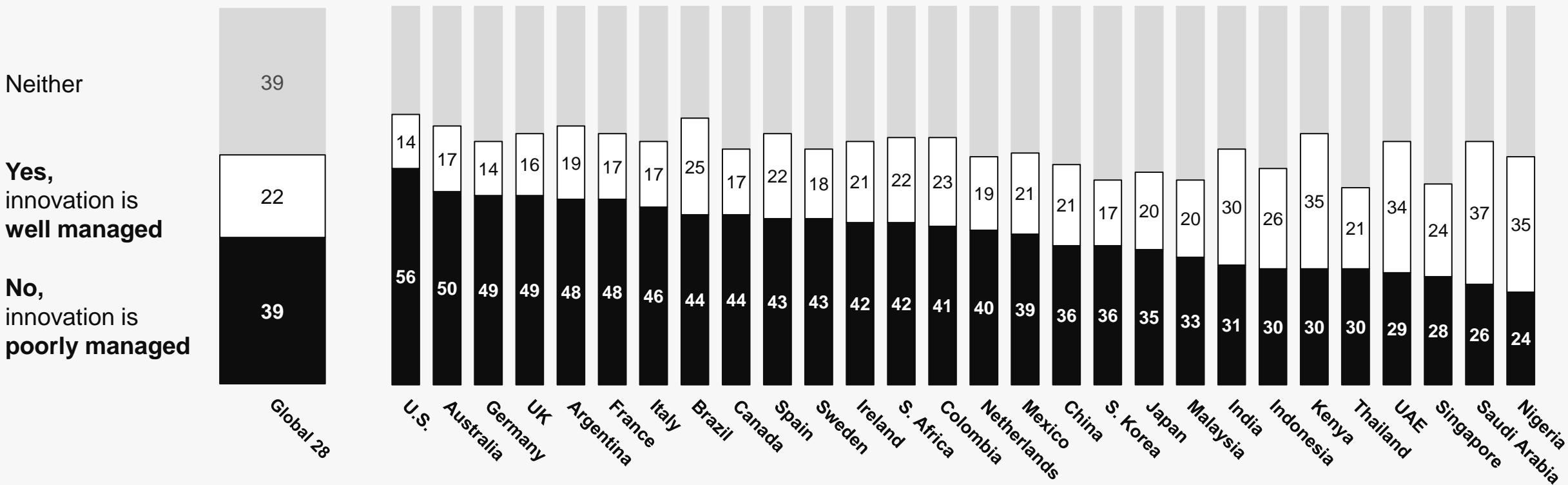


Nearly All Countries More Likely to Believe Innovation is Mismanaged Rather Than Well Managed

On average, percent who say

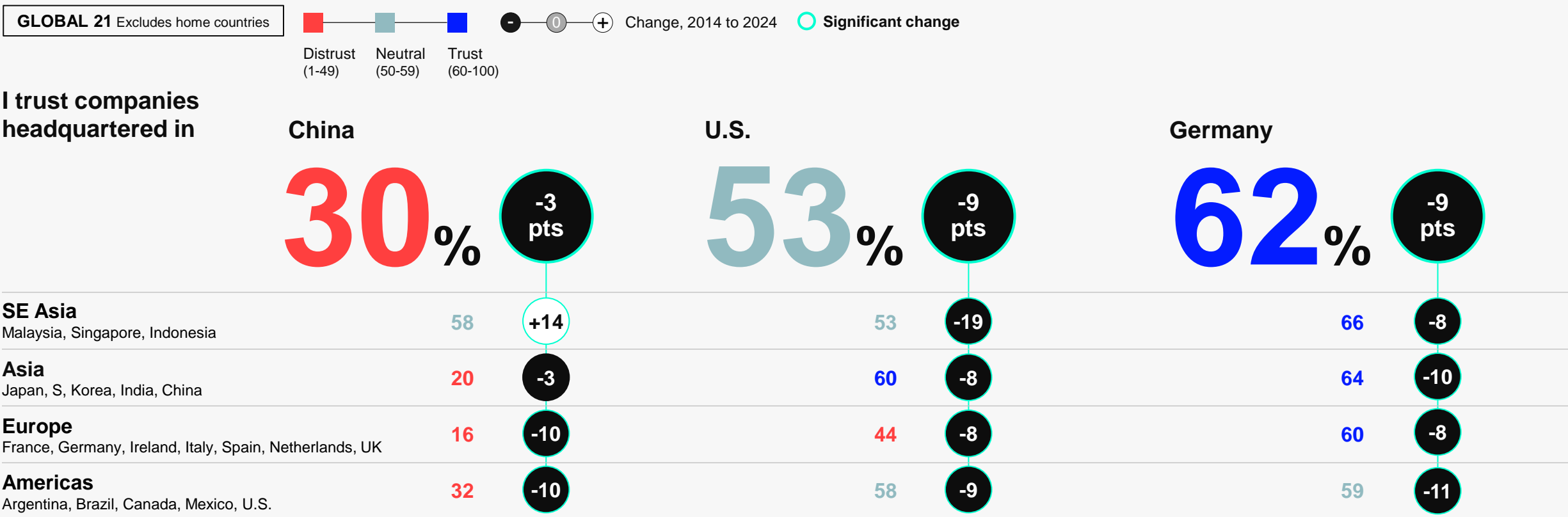
GLOBAL 28

More likely to say innovation is poorly managed, not well, in 24 of 28 countries



Less Trust for Companies Headquartered in Global Powers : 10-Year Shift

Percent trust in companies headquartered in each country, among respondents from outside each country being rated



2024 Edelman Trust Barometer. TRU_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 21-mkt avg., and by region. Data excludes respondents from the country being rated. Ten-year changes were tested for significance using a t-test set at the 99%+ confidence level.



To Be Trusted With Innovation, Give Me a Voice

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

GLOBAL 28

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

Business	%
Keep innovations affordable	84
Communicate pluses and minuses	83
Hear our concerns, let us ask questions	82

NGOs	%
Aid the vulnerable	79
Hear our concerns, let us ask questions	78
Help people keep up	78

Government	%
Hear our concerns, let us ask questions	82
Communicate pluses and minuses	80
Institute safeguards	80

Media	%
Hear our concerns, let us ask questions	81
Communicate pluses and minuses	81
Investigate innovations	80



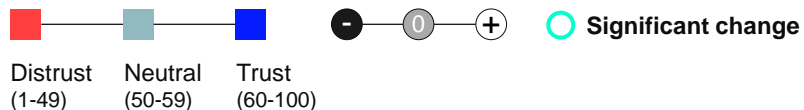
Optimism keeps trust buoyant in India



Trust Index 2023 to 2024: Developing Countries Lead on Trust

Trust Index

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



2024 Trust Index among

Developing countries **63**

Developed countries **49**

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

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

2023 General population

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

2024 General population

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

Greatest changes in

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

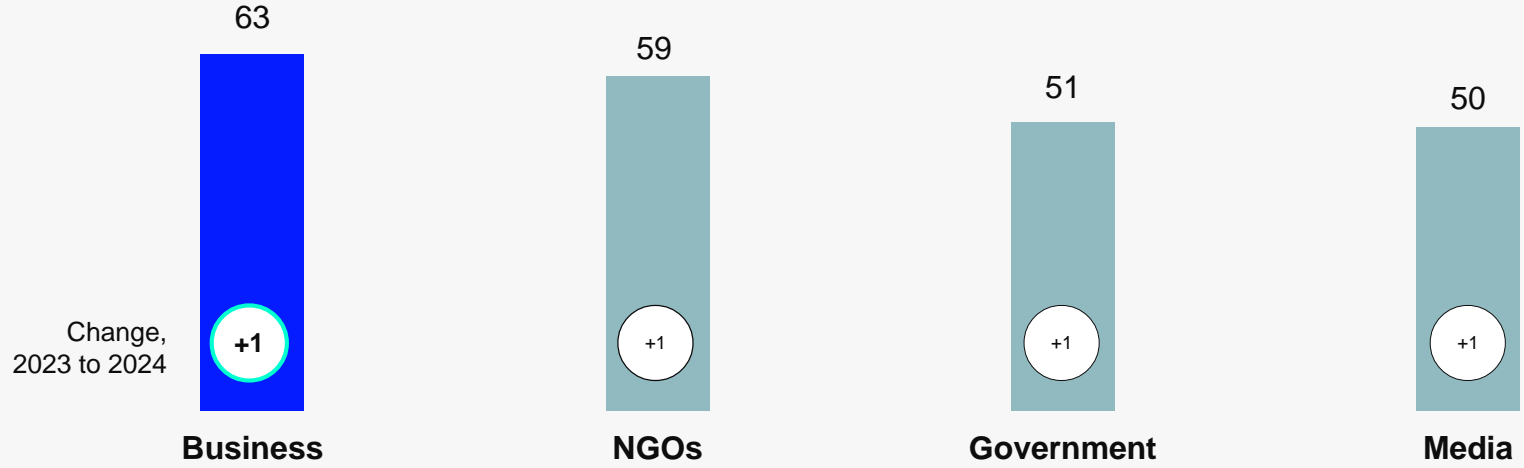
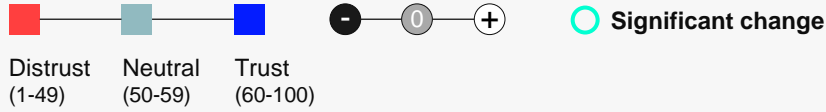
*UK now among
least-trusting countries*



Business Remains Only Trusted Institution Globally

Percent trust

GLOBAL 28



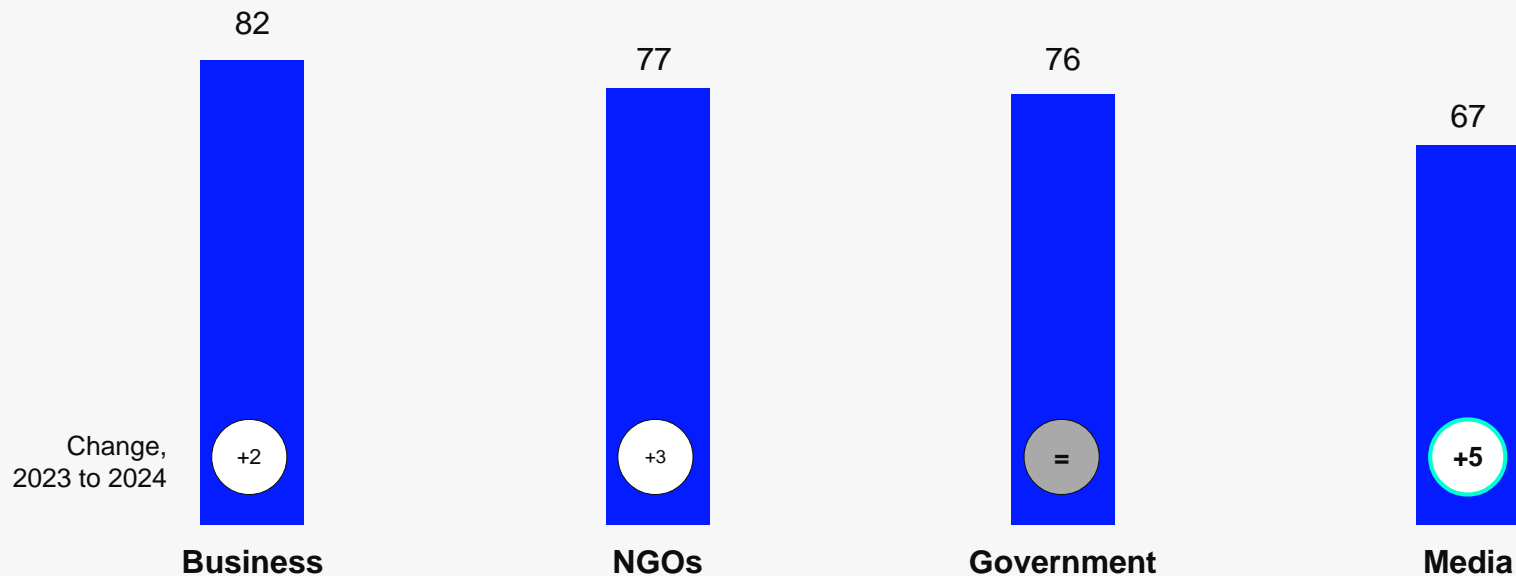
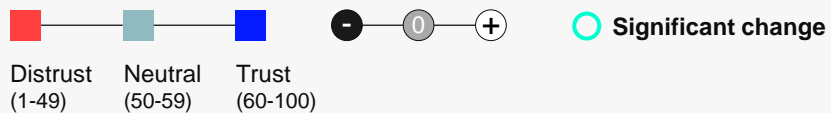
2024 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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

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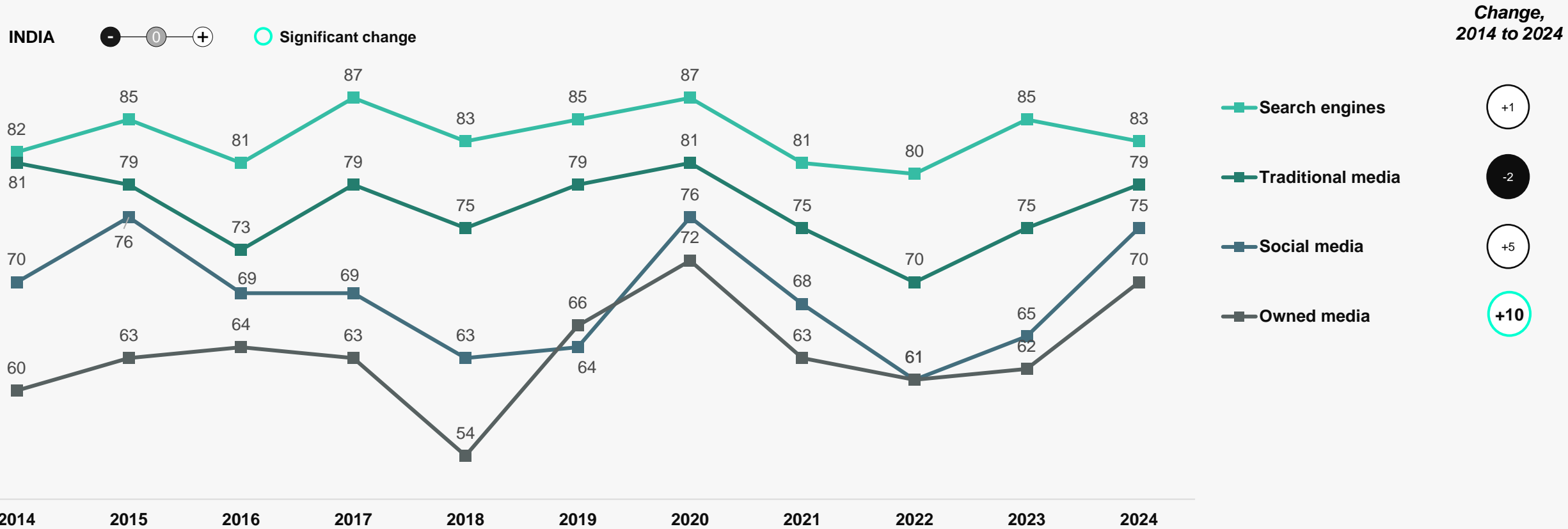
All Institutions Trusted in India

Percent trust, in India



Trust In News Sources Are Up

Percent trust in each source for general news and information, in India

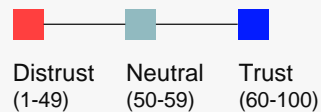


2024 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, India. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

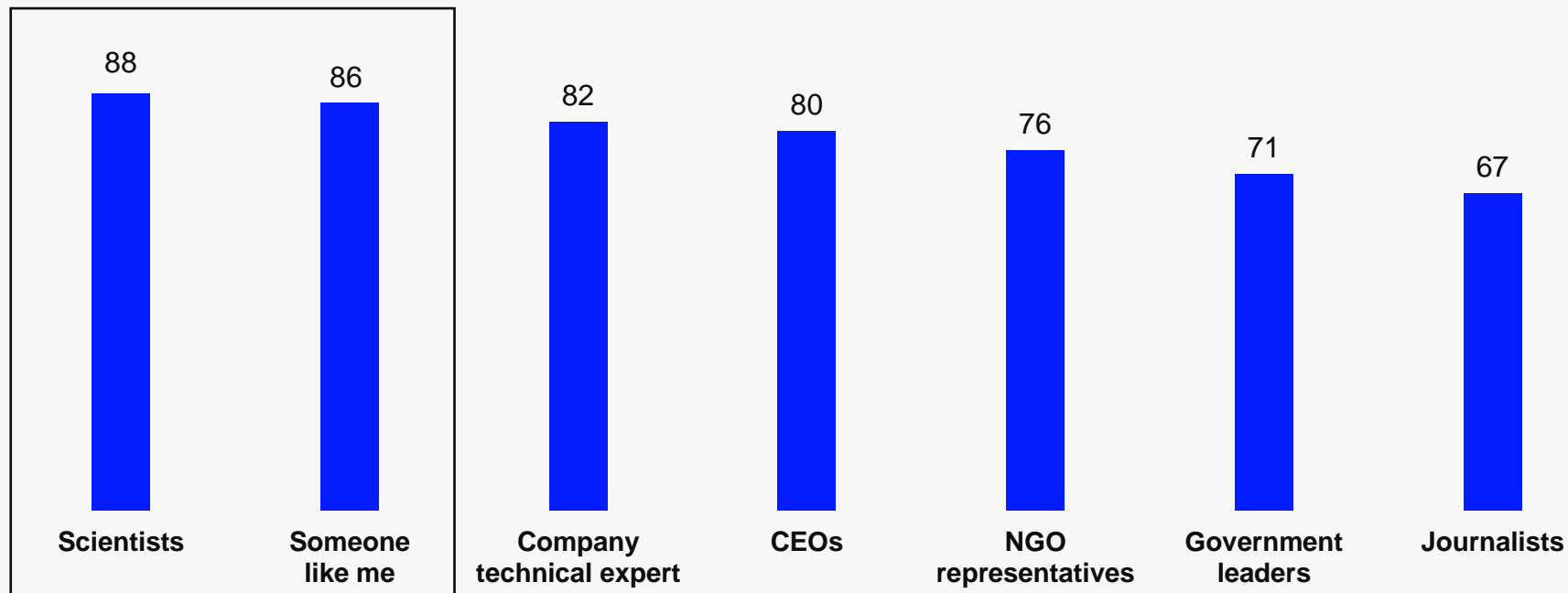


Dispersion of Authority: Peers on Par With Scientists

Percent trust in, India



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

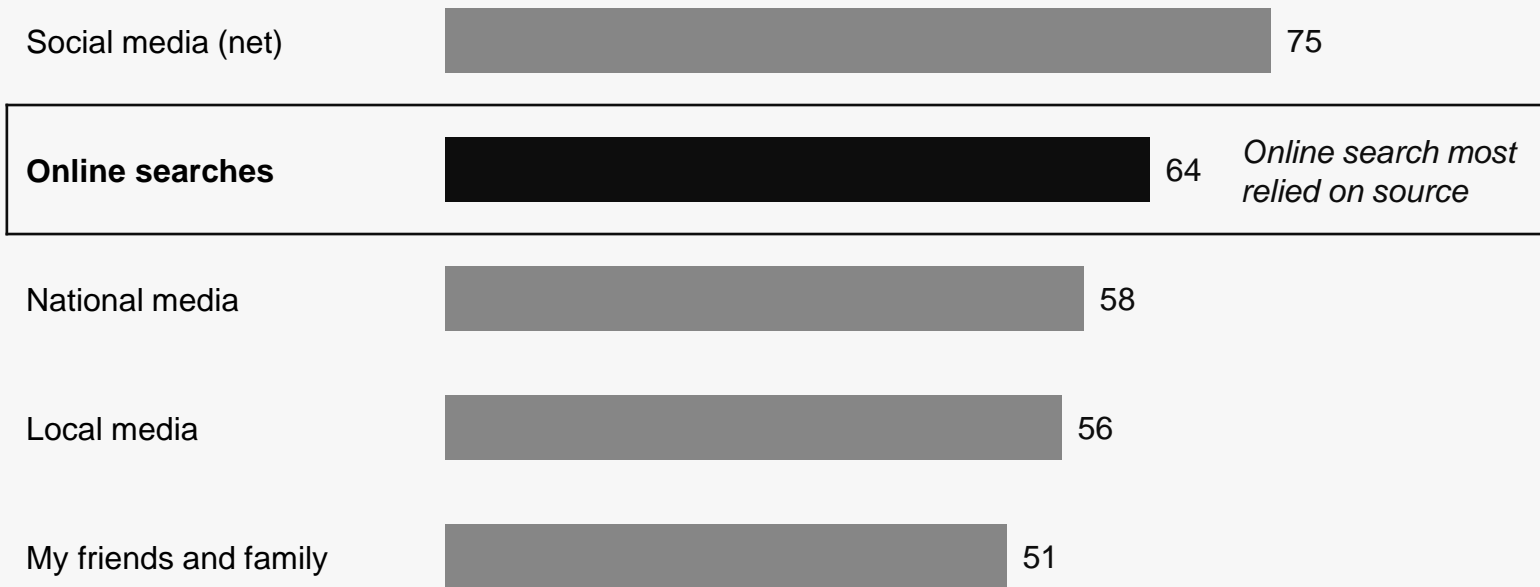


I'm Doing My Own Research: Help Me Find Information I Can Trust

Percent who say, in India

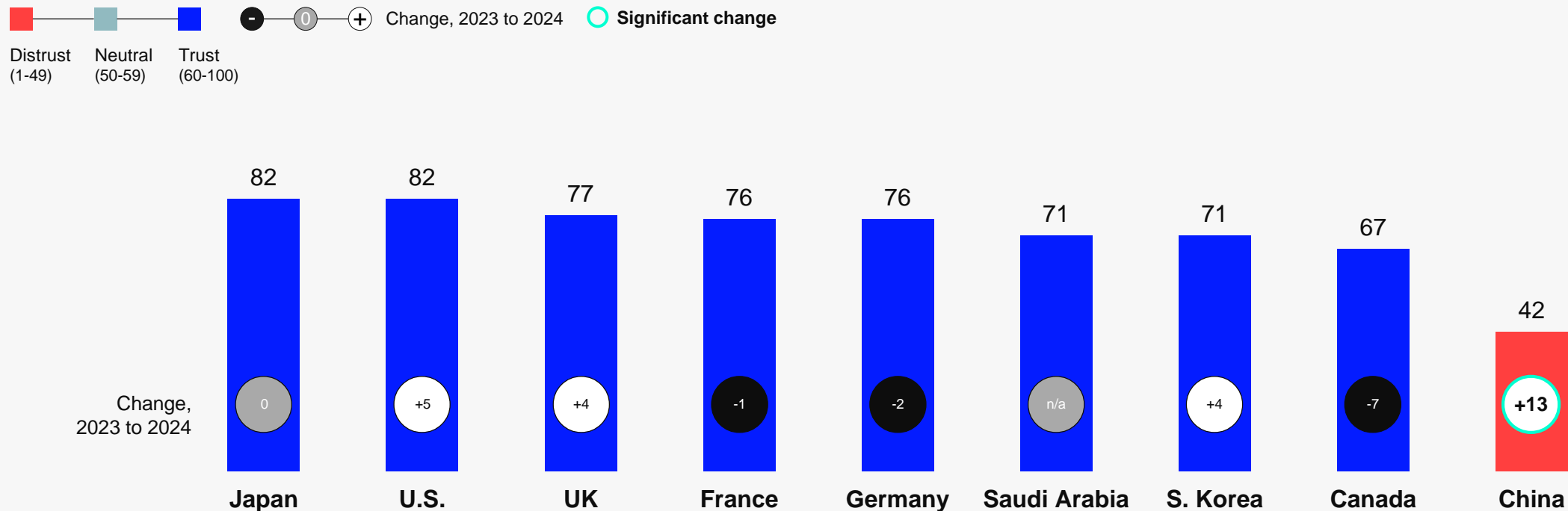
This is where I get most of my information about new technologies and innovations

Showing top 5 of 9 items



Trust in Companies Headquartered in Foreign Countries

Percent trust in companies headquartered in each country, among respondents from India



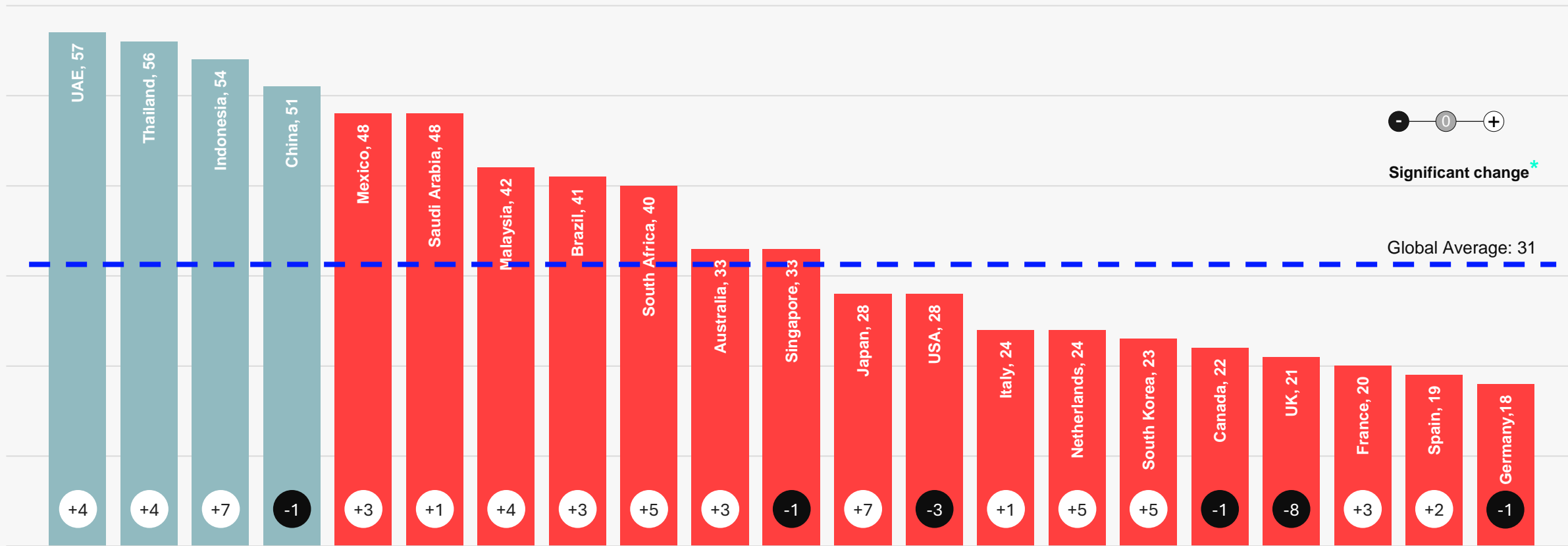
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Trust in Companies Headquartered in India Rising Slowly

Percent trust in companies headquartered in India

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



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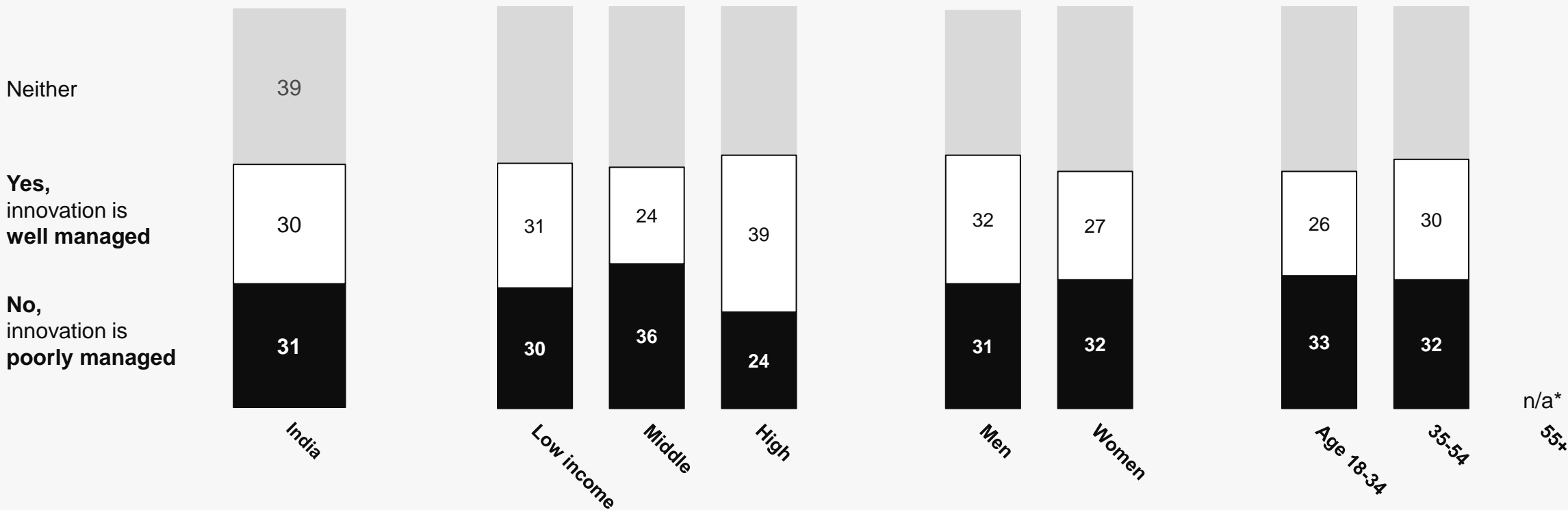


Concerns in India around innovation



In India, Concern Innovation is Mismanaged Shared Across Income, Gender, and Age

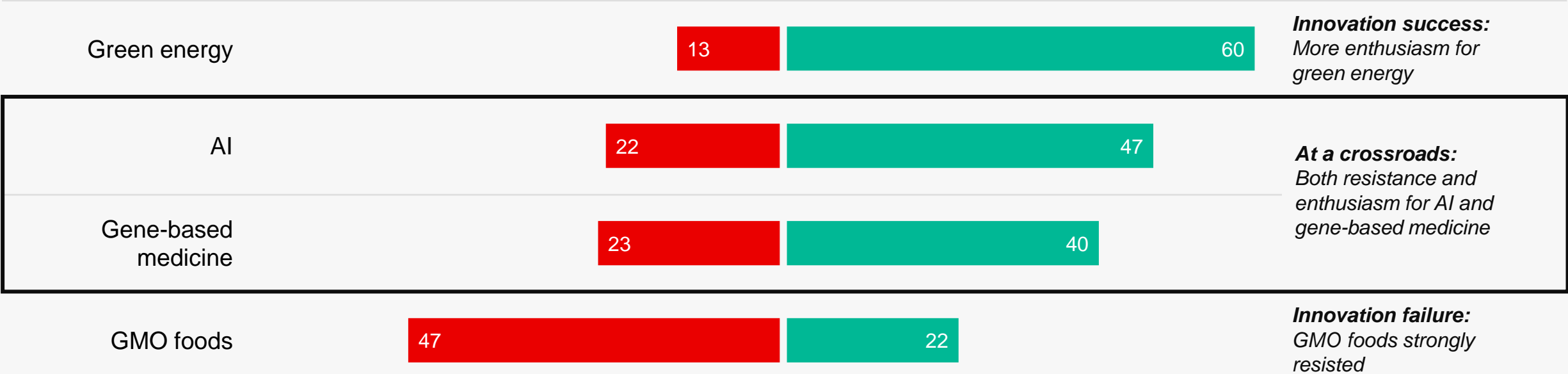
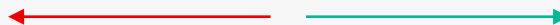
On average, percent who say, in India



Acceptance of Innovation at Stake

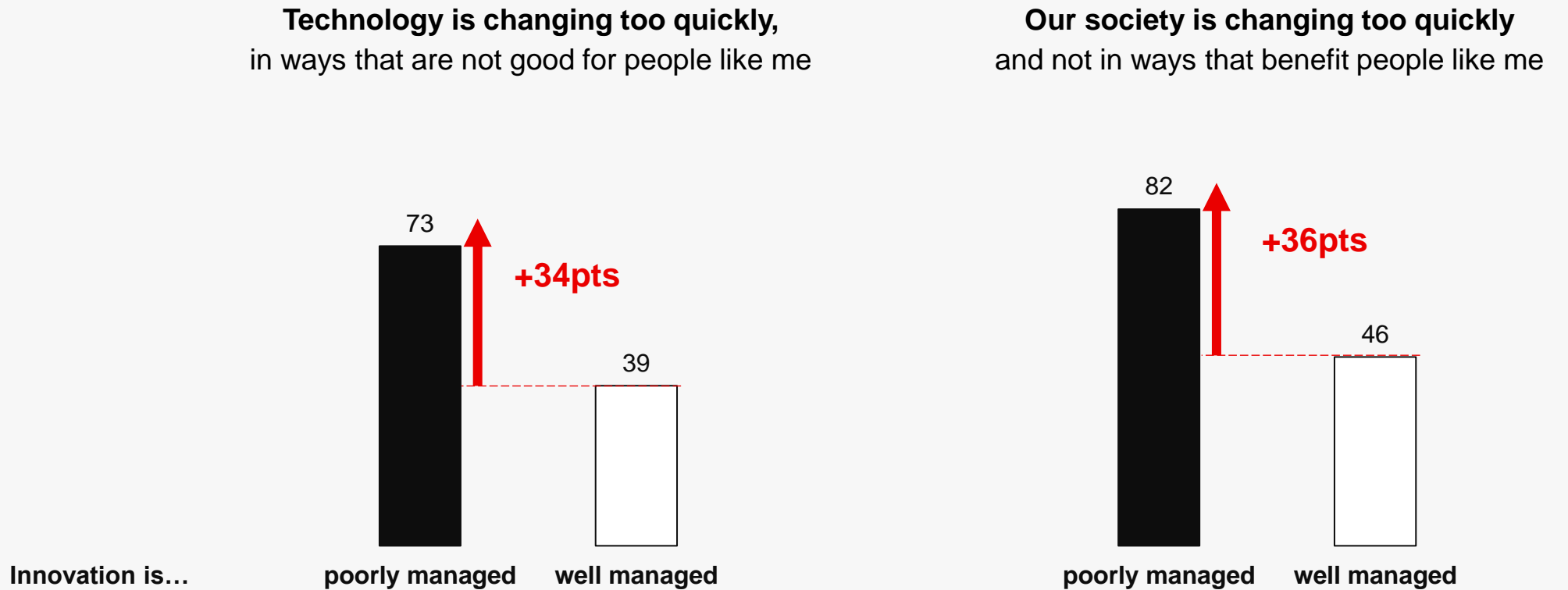
Percent who say, in India

I reject this innovation I embrace this innovation



When Institutions Mismanage Innovation, We Feel Both Technology and Society Are Leaving Us Behind

Percent who say, in India



Expectations from innovation



Show Me How Innovation Will Bring Us a Better Future

Average acceptance rating

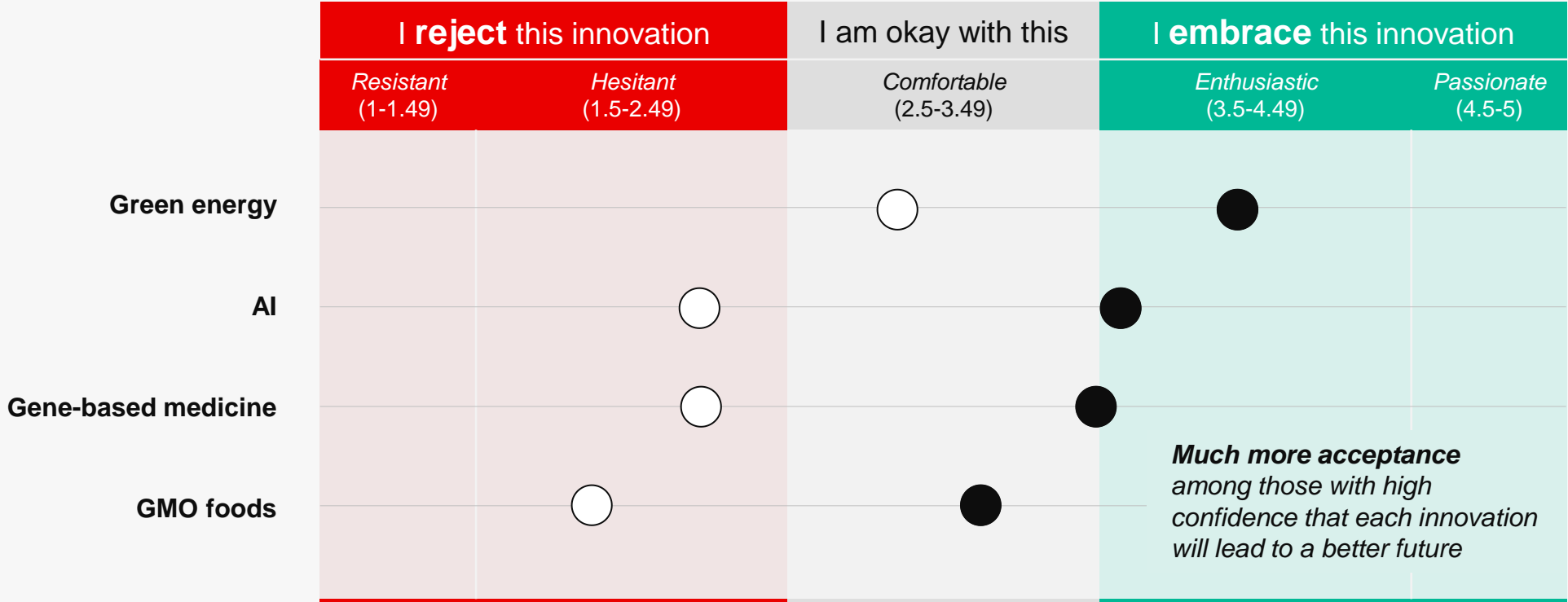
for each innovation

GLOBAL 28

Among those who have

○ low ● high

confidence that each innovation **will lead to a better future**



2024 Edelman Trust Barometer. TEC_FUT. How confident are you that these technologies will lead us to a better future? 5-point scale; top 2 box, high confidence; bottom 2 box, low confidence. Question asked of half the sample. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; data plotted is an average acceptance rating for each innovation. General population, 28-mkt avg., by level of confidence. For a full explanation of how the Average Acceptance Rating was calculated, please see the Technical Appendix.



To Earn My Acceptance, Give Us Control Over the Impact of Innovations

Average acceptance rating
for each innovation

GLOBAL 28

Among those who believe
“people like me” have

○ little ● a lot of

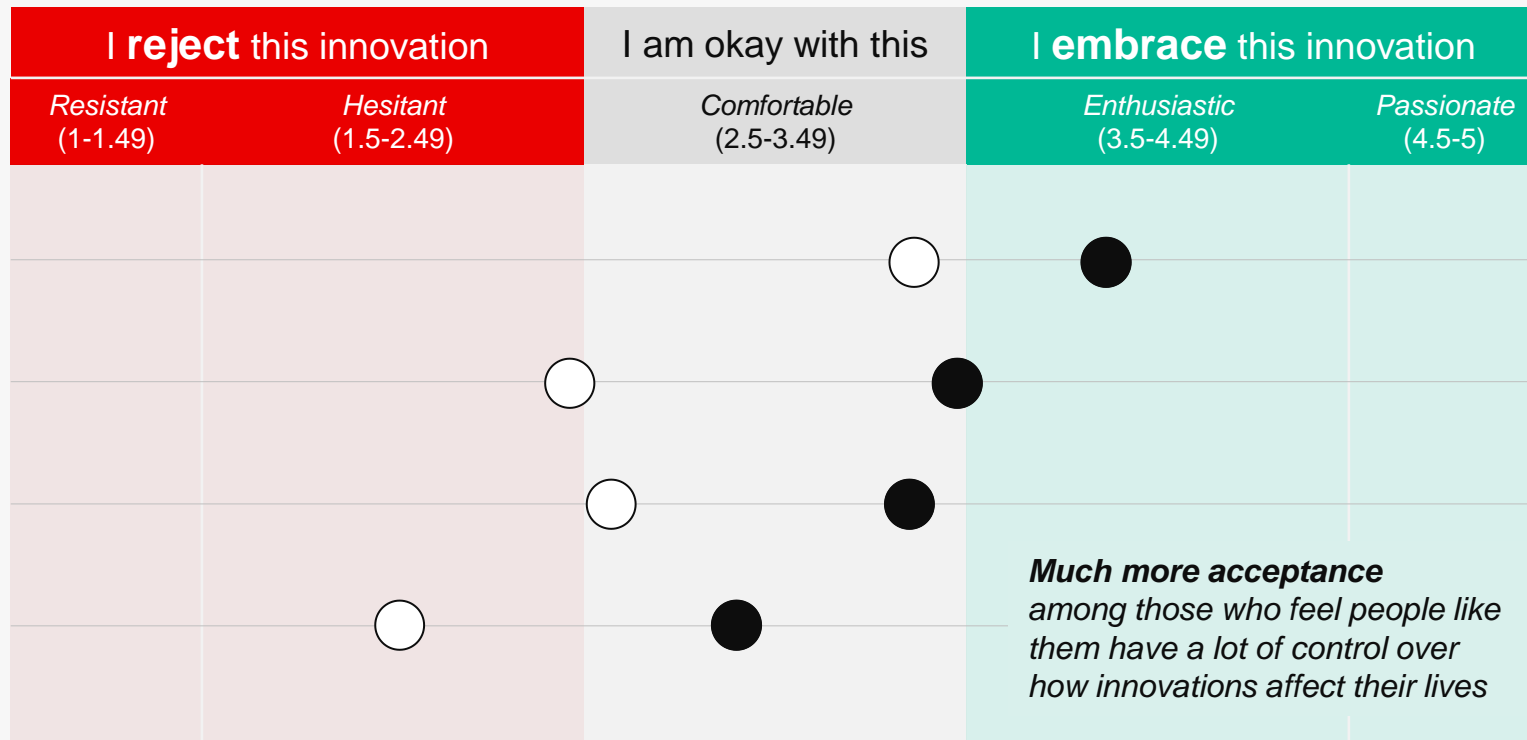
control over how
these innovations
affect their lives

Green energy

AI

Gene-based medicine

GMO foods



2024 Edelman Trust Barometer. TEC_INF. How much influence or control do you feel people like you have over how these technologies are used in ways that might affect their lives? 5-point scale; top 2 box, a lot of control; bottom 2 box, a little control. Question asked of half the sample. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; data plotted is an average acceptance rating for each innovation. General population, 28-mkt avg., by level of control. For a full explanation of how the Average Acceptance Rating was calculated, please see the Technical Appendix.



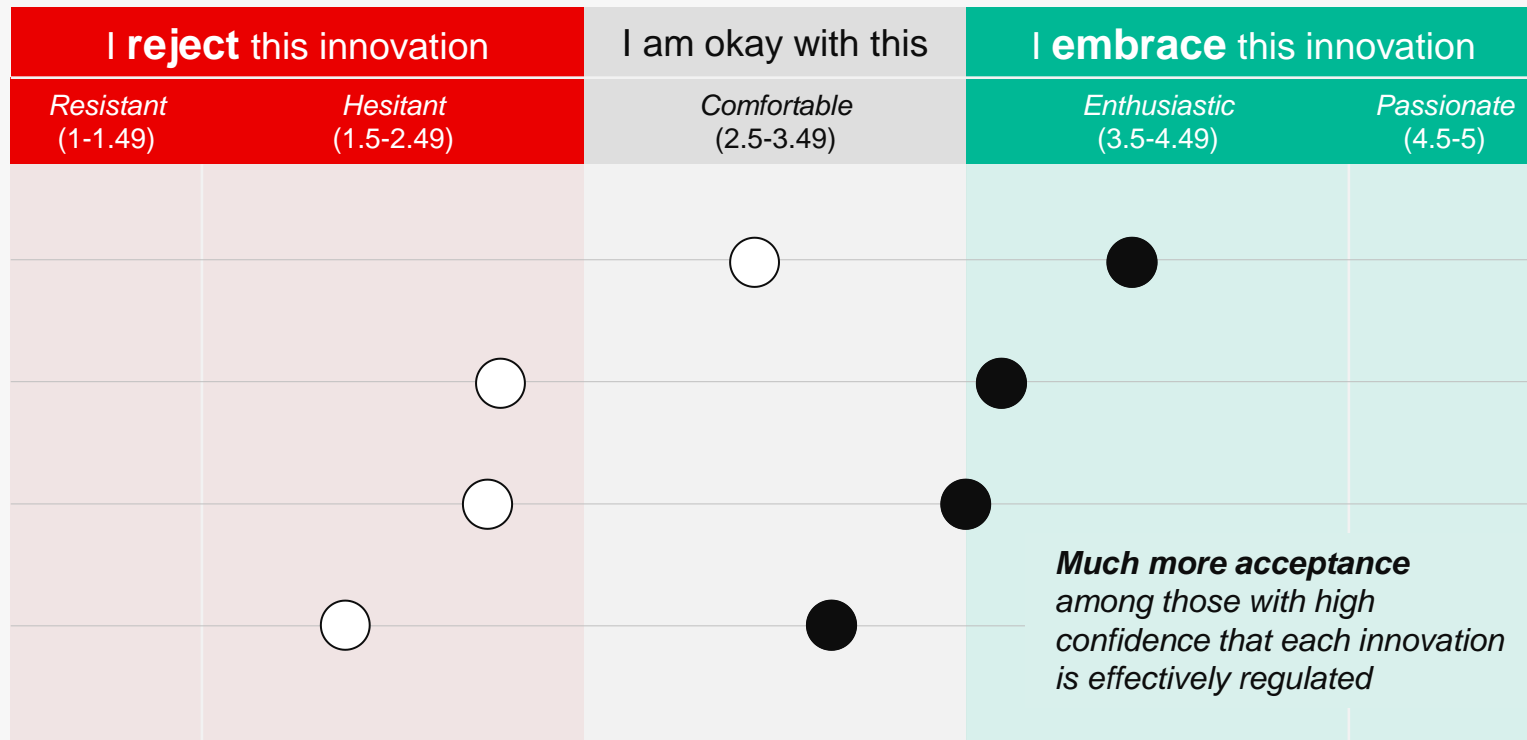
Confidence in Effective Regulation Drives Adoption

Average acceptance rating
for each innovation

GLOBAL 28

Among those who have
○ low ● high
confidence that each
innovation is
effectively regulated

Green energy
AI
Gene-based medicine
GMO foods



2024 Edelman Trust Barometer. TEC_SAF. How confident are you that each of the following is being effectively regulated? 5-point scale; top 2 box, high confidence; bottom 2 box, low confidence. Question asked of half the sample. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; data plotted is an average acceptance rating for each innovation. General population, 28-mkt avg., by level of confidence. For a full explanation of how the Average Acceptance Rating was calculated, please see the Technical Appendix.



To Earn My Acceptance, Show Me the Innovation Is Vetted by Scientists and Ethicists

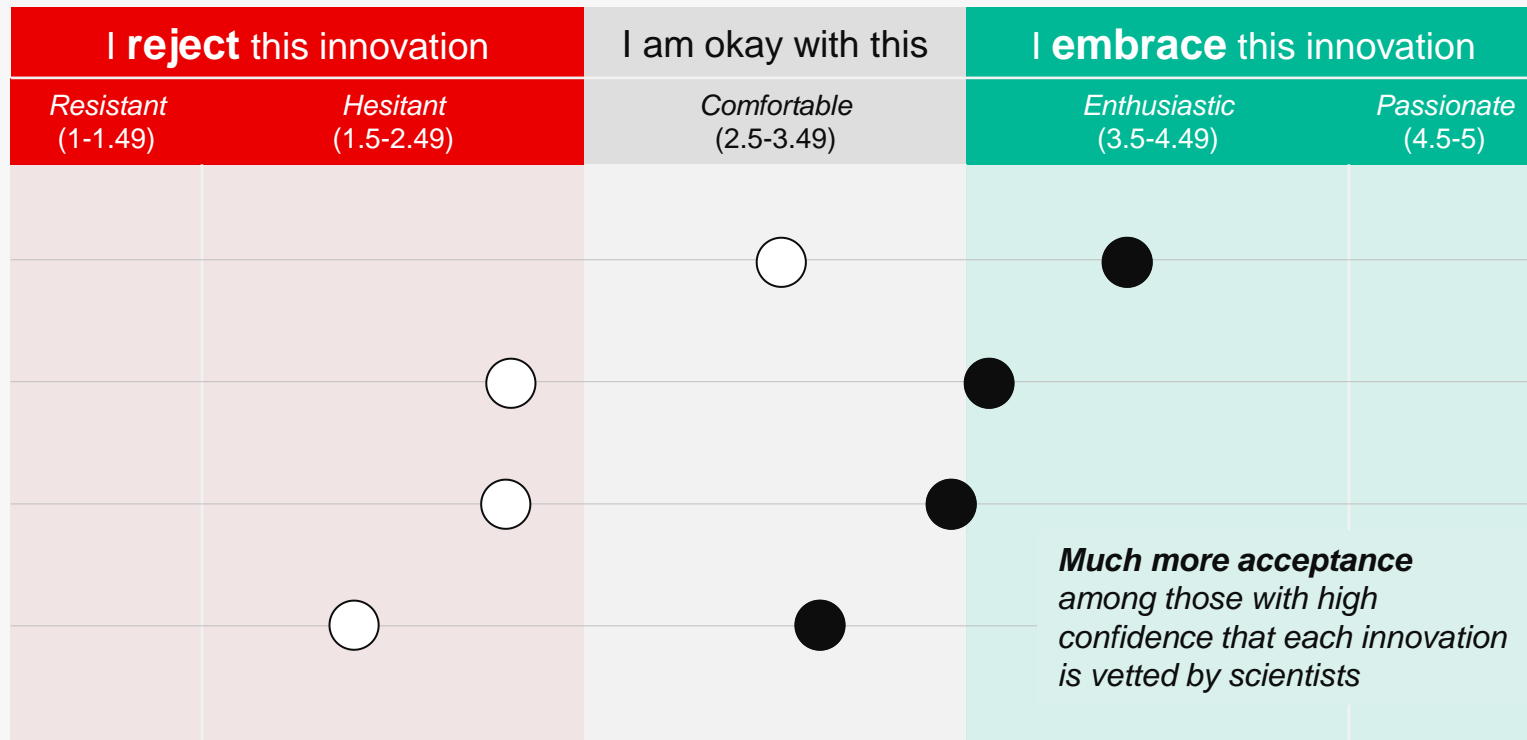
Average acceptance rating
for each innovation

GLOBAL 28

Among those who have
○ low ● high

confidence that each
innovation has been
**evaluated by scientists
and ethicists**

Green energy
AI
Gene-based medicine
GMO foods



2024 Edelman Trust Barometer. TEC_TST. How confident are you that these technologies have been adequately tested, evaluated, and assessed by scientists, ethicists, and other experts? 5-point scale; top 2 box, high confidence; bottom 2 box, low confidence. Question asked of half the sample. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; data plotted is an average acceptance rating for each innovation. General population, 28-mkt avg., by level of confidence. For a full explanation of how the Average Acceptance Rating was calculated, please see the Technical Appendix.

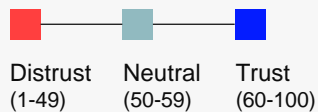


A Reset for Science in Society



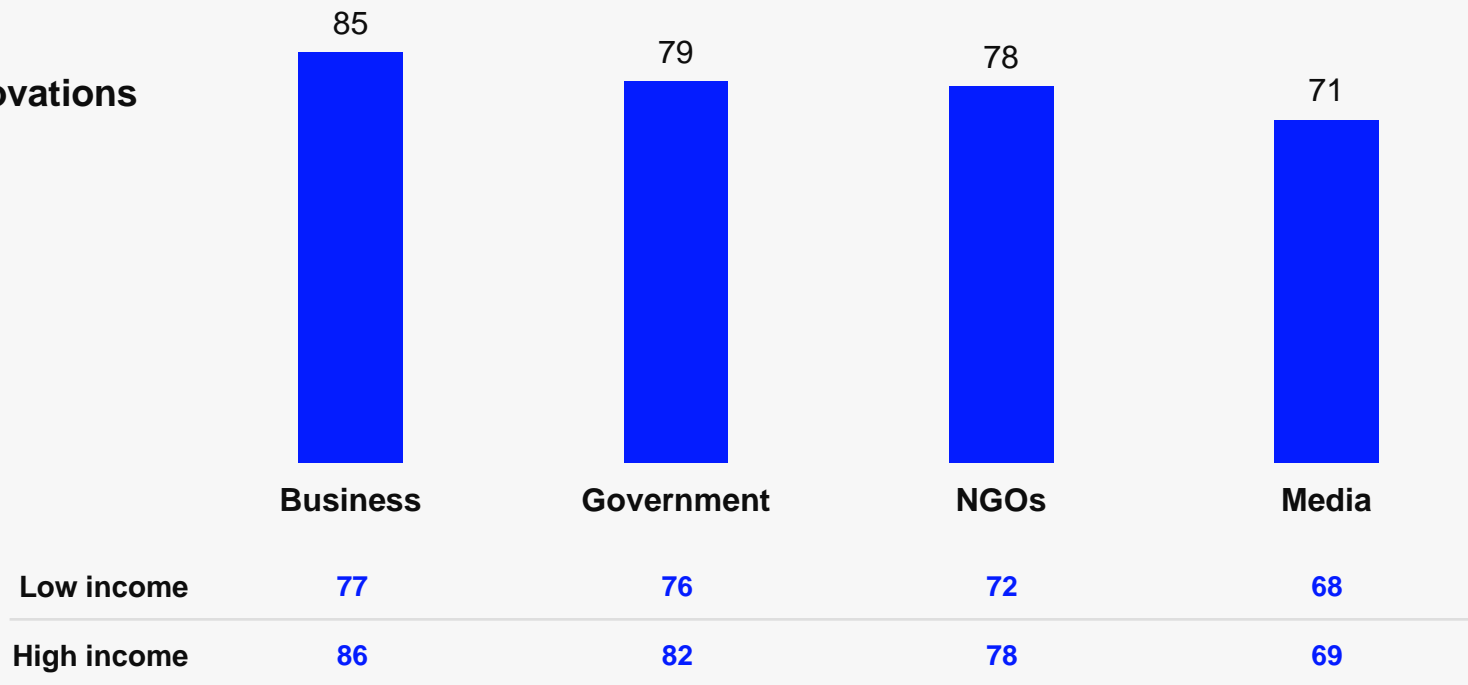
Business Most Trusted to Integrate Innovation into Society

Percent trust, in India



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

- Safe
- Understood by the public
- Beneficial
- Accessible



Over Past Decade, Demand for Business-Government Partnership on Innovation Surges

Percent who say

GLOBAL 22



2015 to 2024

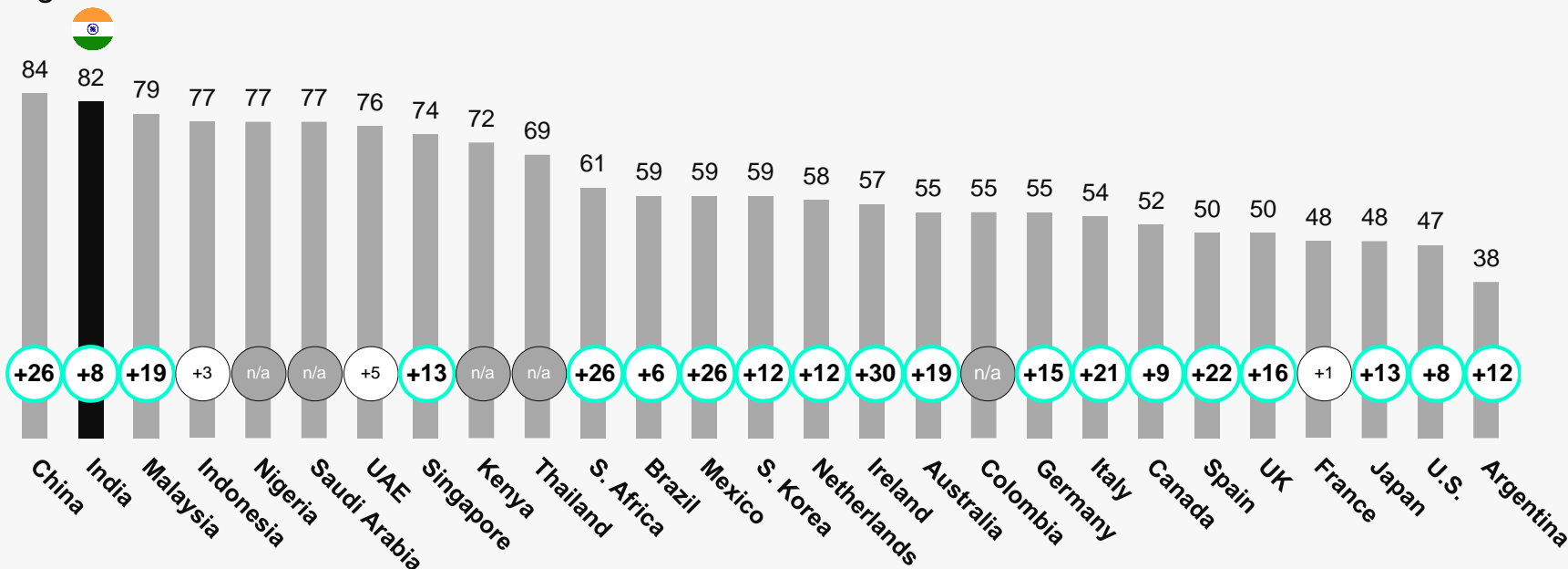
Significant change

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

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.



CEOs: Address Impacts of Innovation in Society

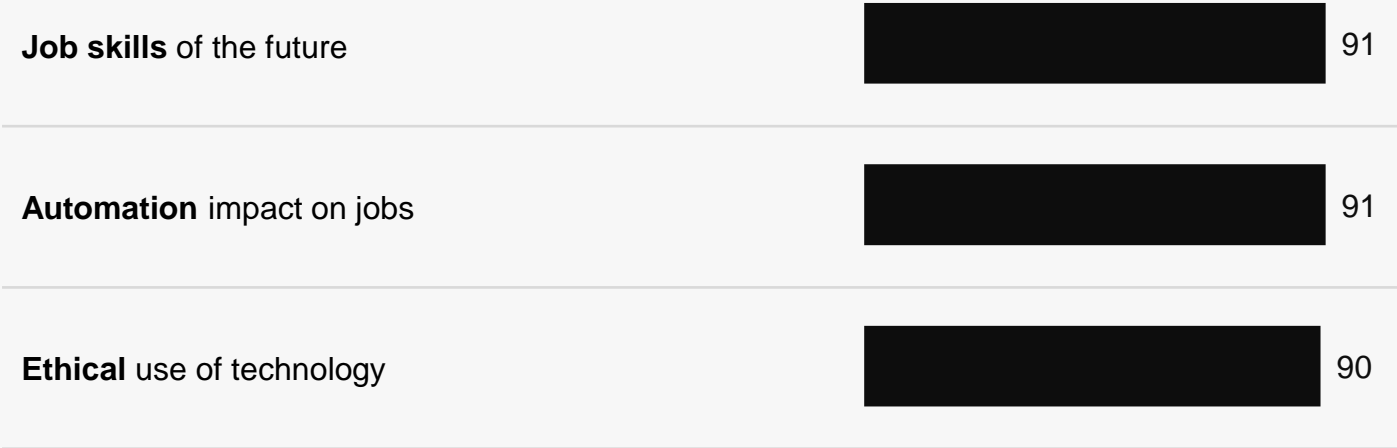
Percent who say, India

I expect CEOs to **manage changes occurring in society**, not just those occurring in their business

62%

Among employees,

It is important to me that **my CEO speaks publicly** about issues such as:

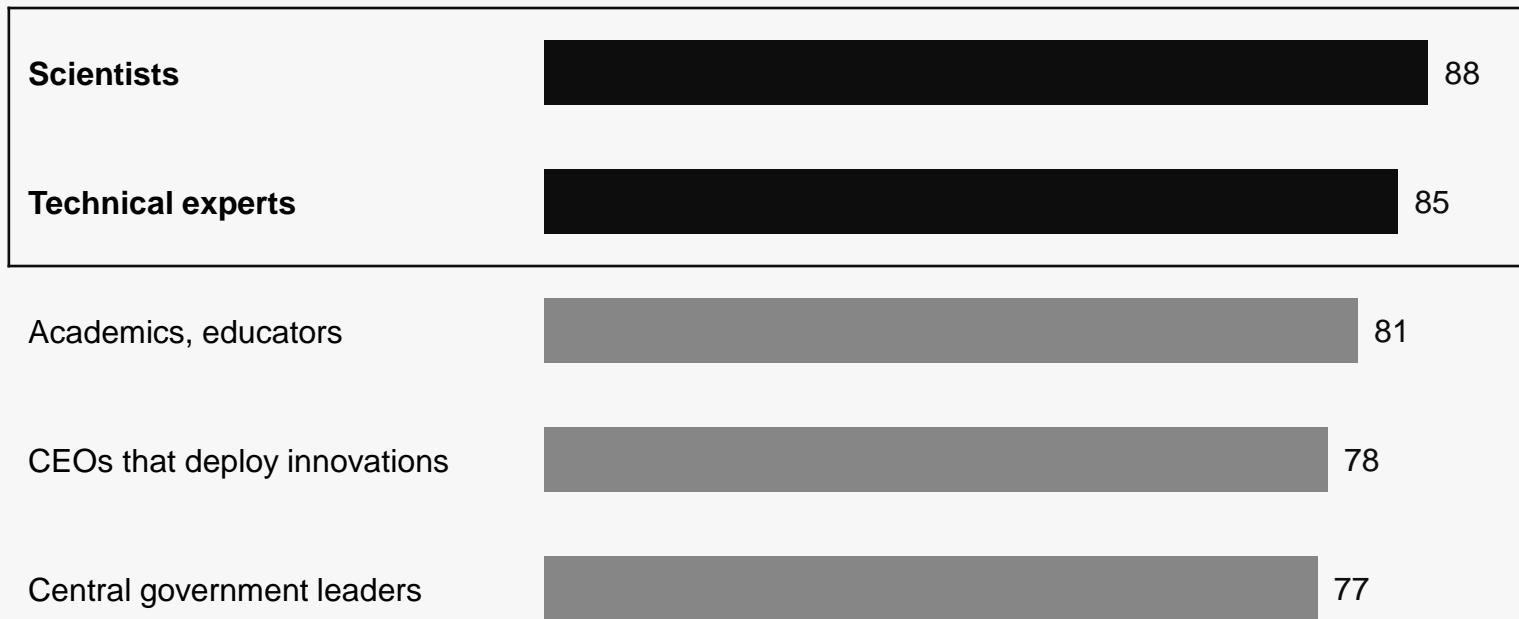


Scientists and Experts Expected to Lead on Implementation of Innovation

Percent who say, in India

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

Showing top 5 of 11 items



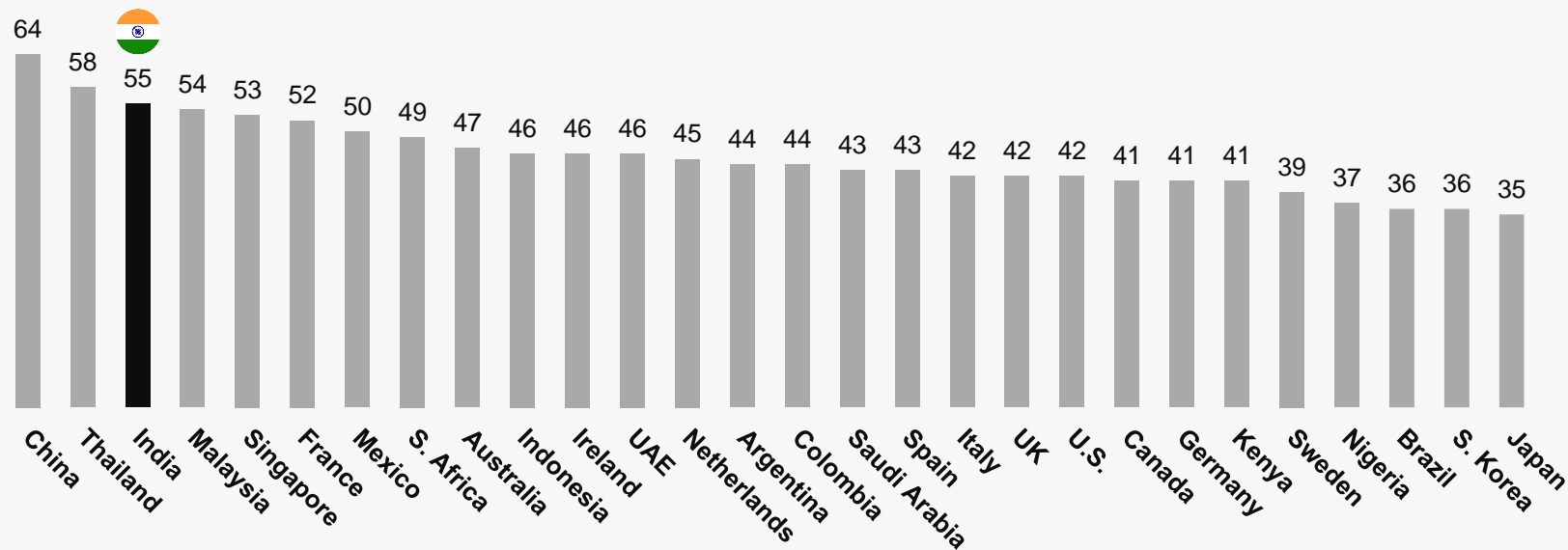
Make the Science Transparent and Accessible to the Public

Percent who agree

GLOBAL 28

Scientists do not know how to communicate with people like me

45%



Restoring Trust in the Promise of Innovation

1

Implementation as important as invention

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

2

Business must partner for change

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

3

Science must integrate with society

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

4

Give me control over my future

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

