

The State of Trust in the UK

The Edelman Trust Barometer 2024



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.

The question we ask:

How much do you trust this organization/institution to do what is right?

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



What is trust, and why does it matter?

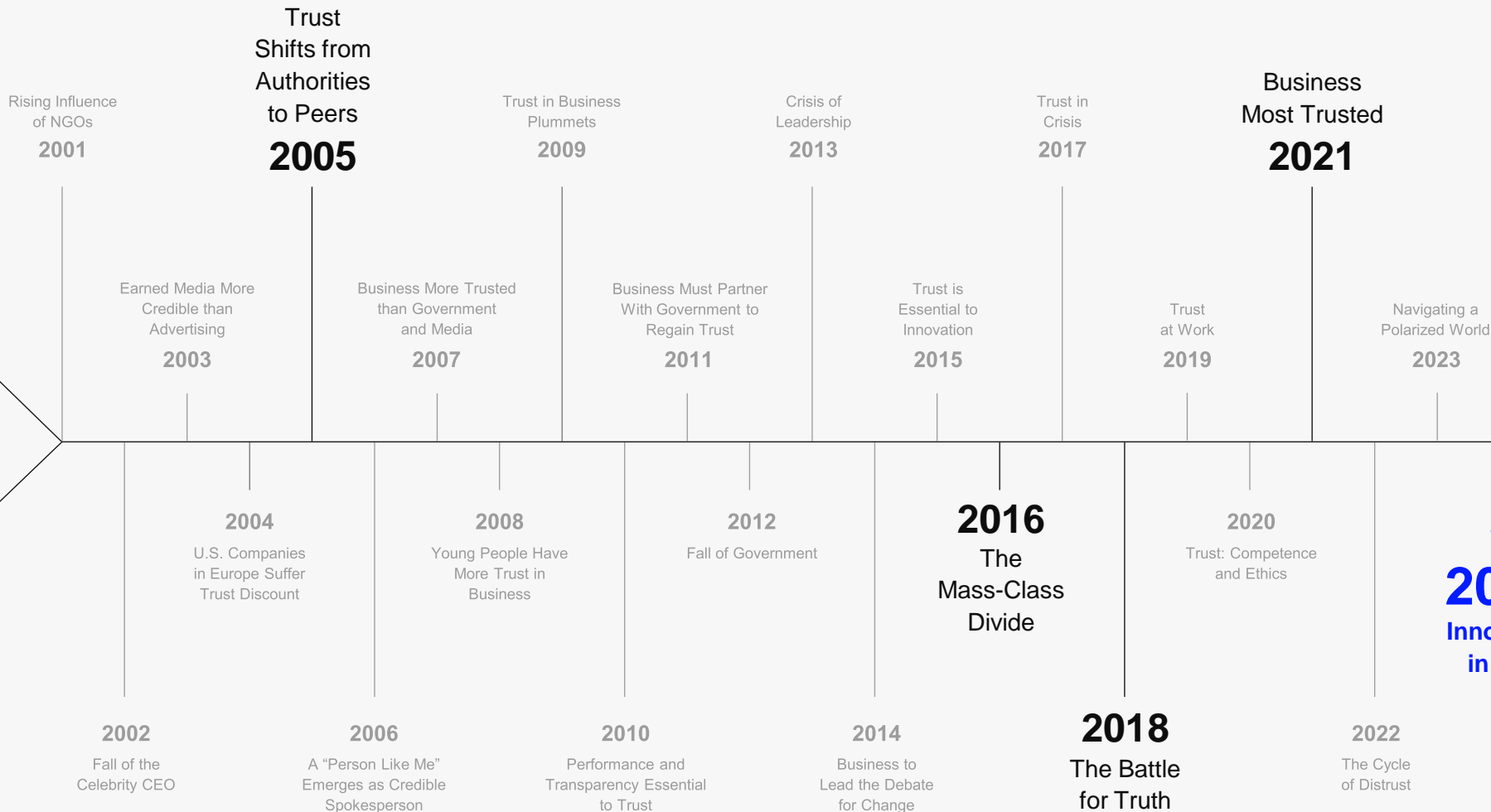
- **TRUST IS BUILT**
It is rooted in past experiences and beliefs.
- **TRUST IS ACCEPTANCE**
It is a projection into the future – a willingness to accept uncertainty.
- **TRUST IS BOTH EMOTIONAL & RATIONAL**
Trusting is both left and right brain, built from conscious and unconscious biases.

Trust Drives Action



24

Years of Trust:
power shifts,
divisions deepen



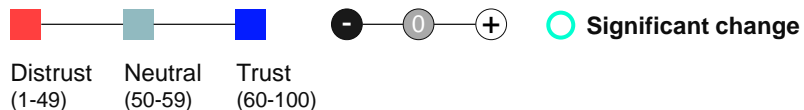
The Decline of Authority



Trust Index 2023 to 2024: UK is now the least-trusting countries

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

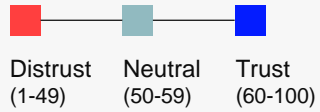
Greatest changes in

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

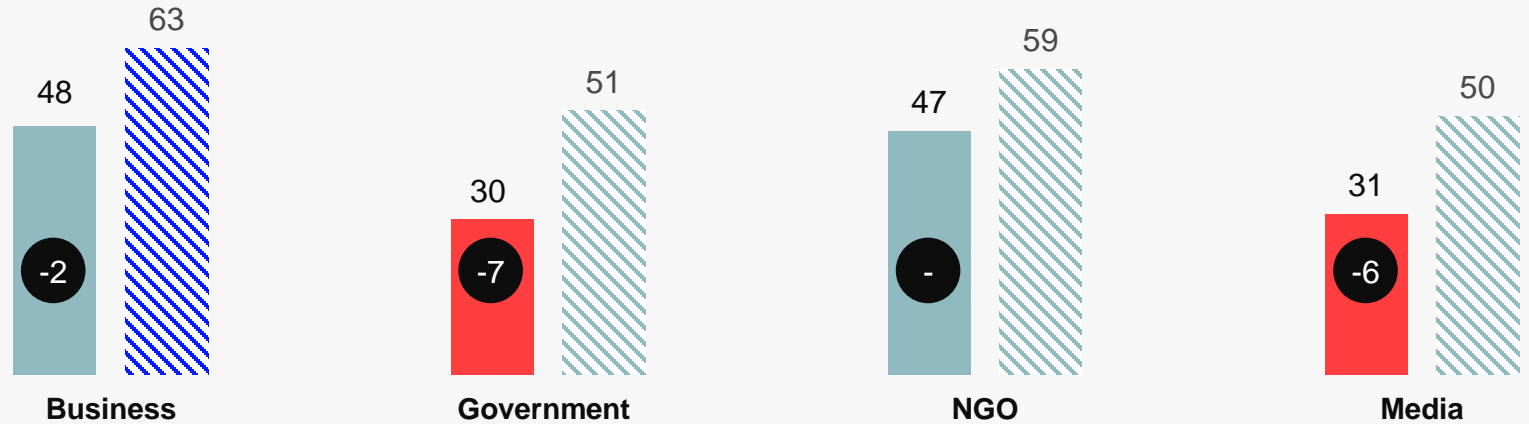


Trust in institutions continues to decline, particularly media and government

Percent trust, in the UK



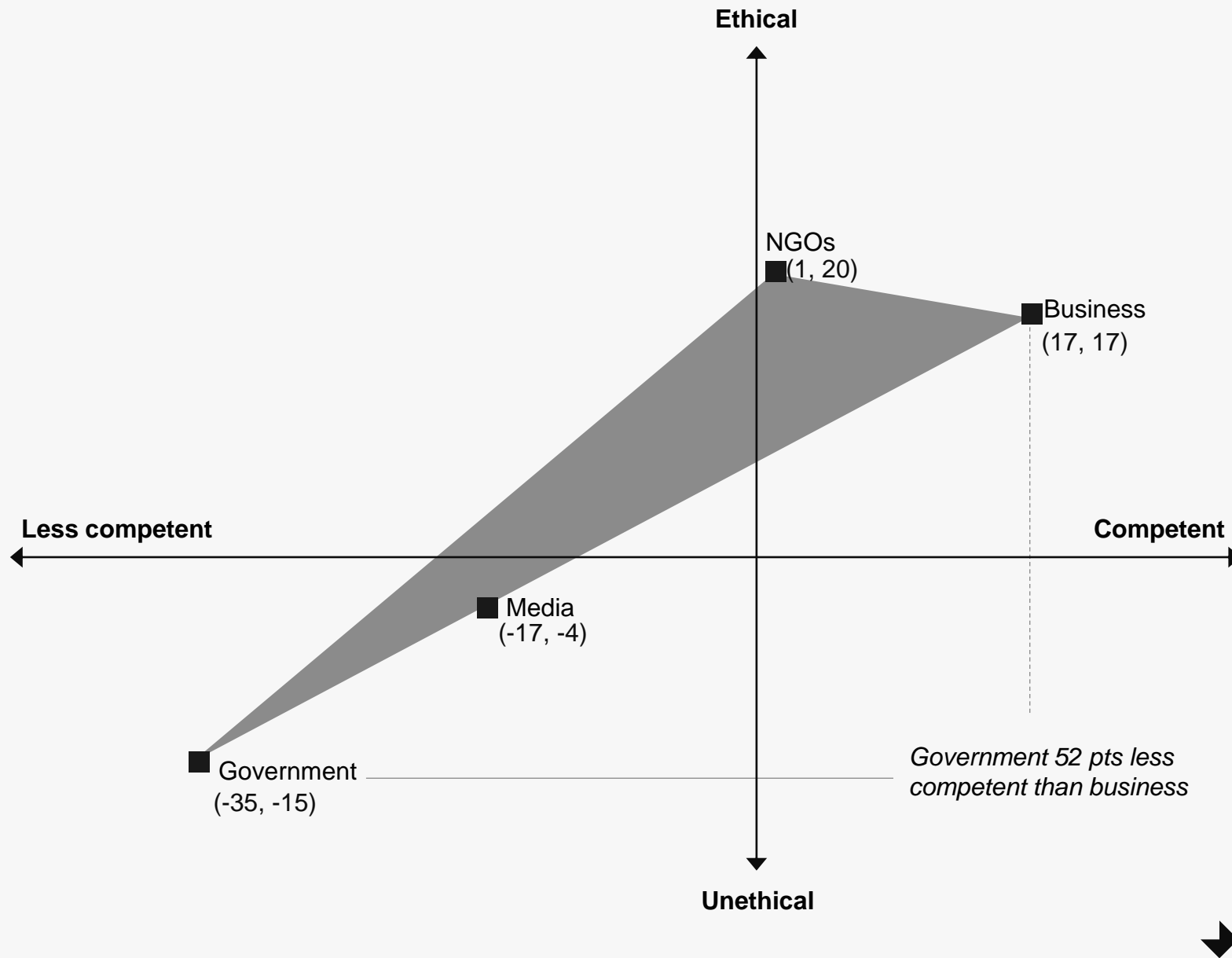
I trust each to tell me the truth about **new innovations and technologies**



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

(Competence score, net ethical score)

GLOBAL 25 Excludes China, S. Korea, Thailand

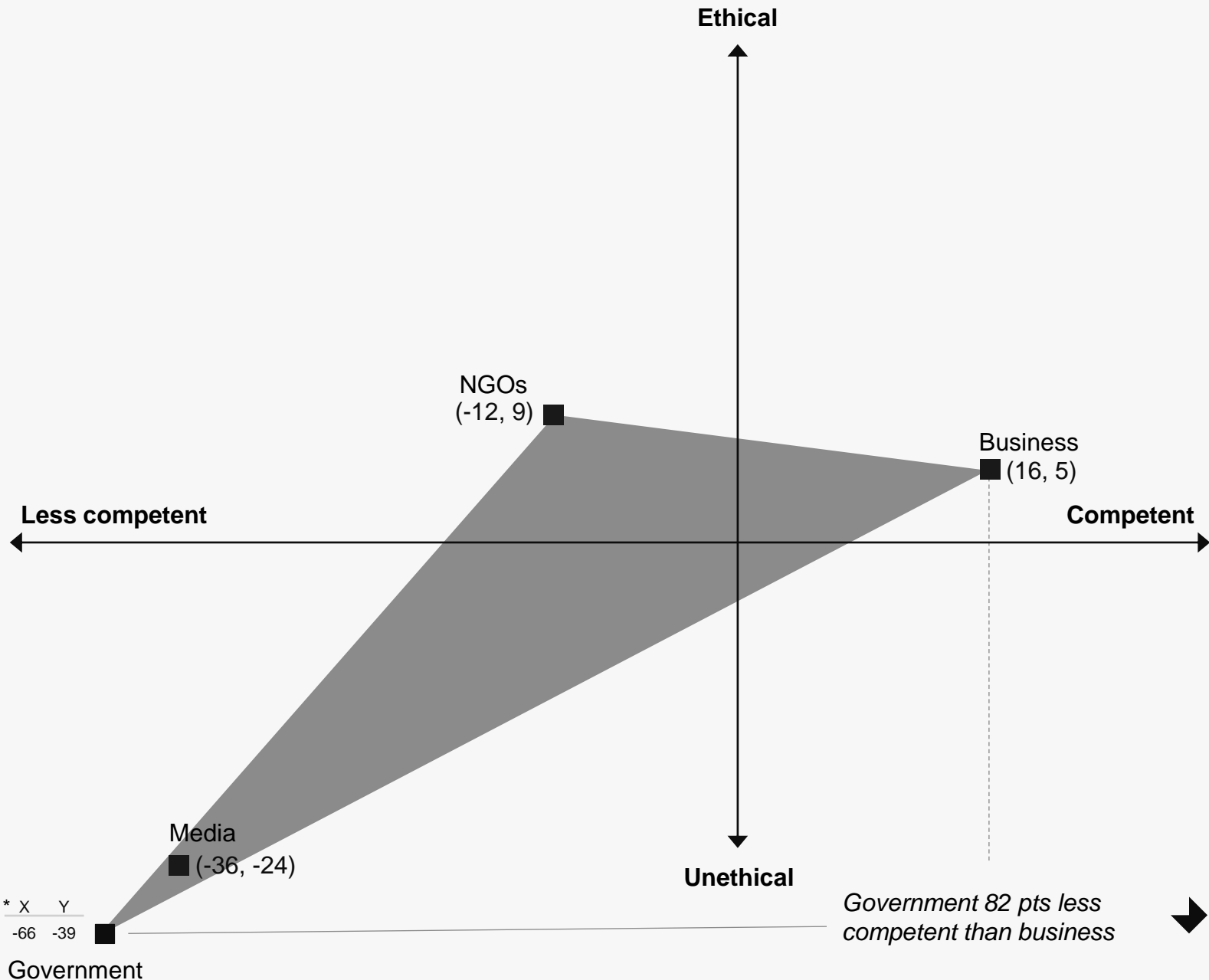


2024 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU_3D_[INS]/1. Media and NGOs were only asked of half the sample. General population, 25-mkt avg. Data not collected 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.



UK Government Seen as Far Less Competent and Ethical than All Other Institutions

(Competence score, net ethical score)



2024 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU_3D_[INS]/1. Media and NGOs were only asked of half the sample. General population, UK. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

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

Establishment Leaders Not Trusted to Tell Us the Truth

Percent who worry, in the UK

● 0 ● + Significant change



Government leaders



Business leaders



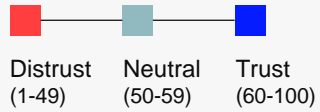
Journalists and reporters

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

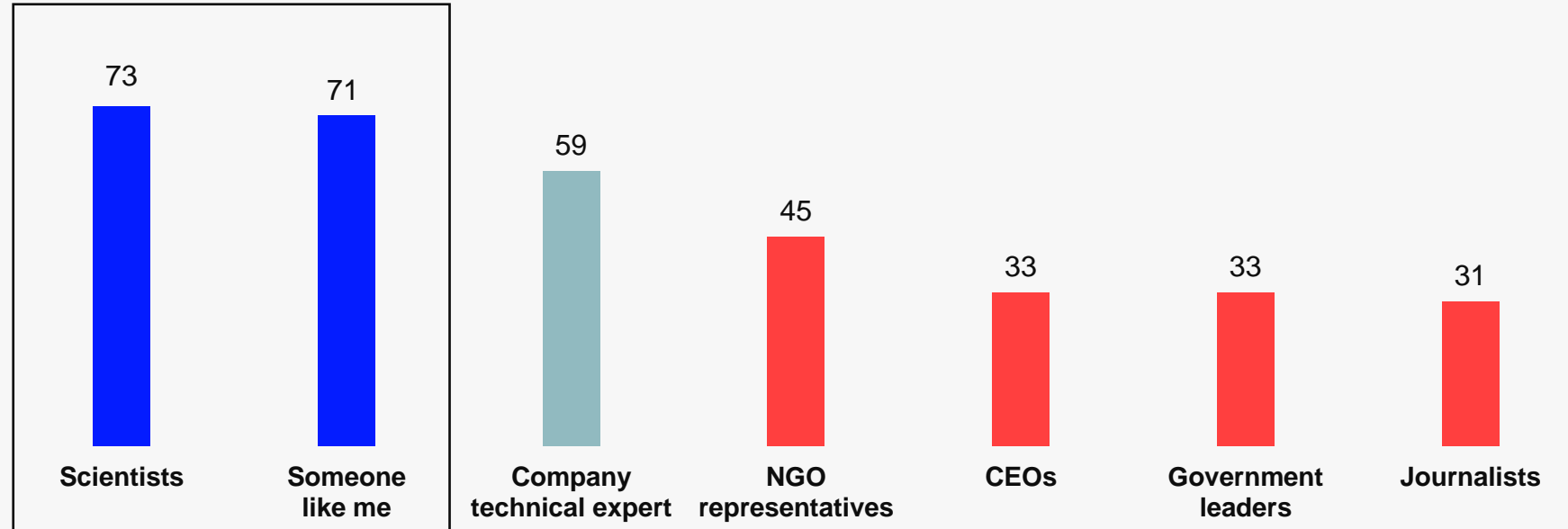


Dispersion of Authority: Peers on Par With Scientists

Percent trust, in the UK



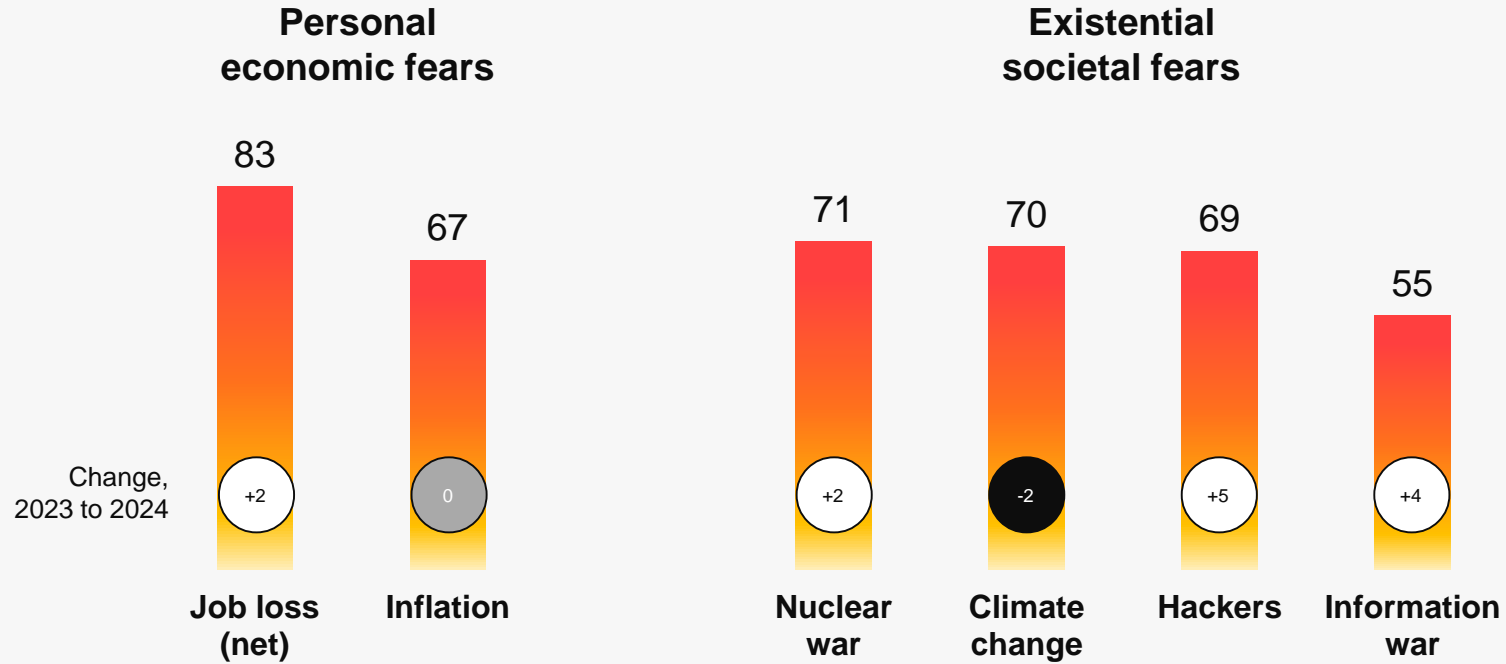
I trust each to tell me the truth about new innovations and technologies



Societal Fears on Par with Personal Economic Fears

In the UK, percent who worry about...

○ Significant change



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



At times like this, we place more value on brands that address our vulnerabilities

GLOBAL 14



Significant change

Which type of brand is more attractive?

Brands that increase my sense of **safety and security**

73%

+9 pts
Change, June 2022 to June 2023

or

Brands that spark my sense of **adventure and thrill-seeking**

27%

Ages 18-26

27-42

43-58

59+

67

69

73

83

+11

+9

+10

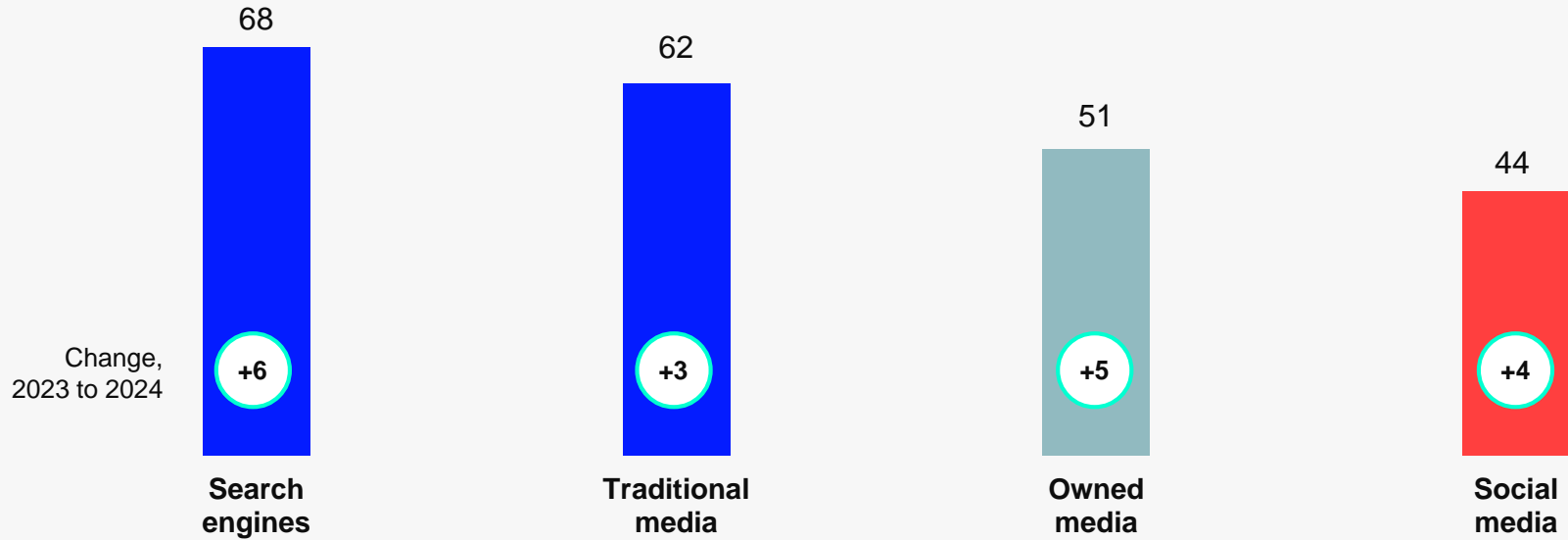
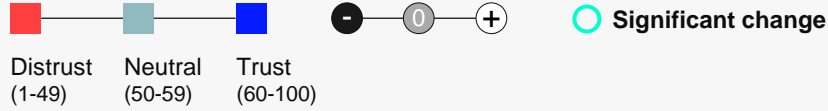
+8



Trust in Media Sources

Percent trust in each media source for general news and information

GLOBAL 27 Excluding Brazil



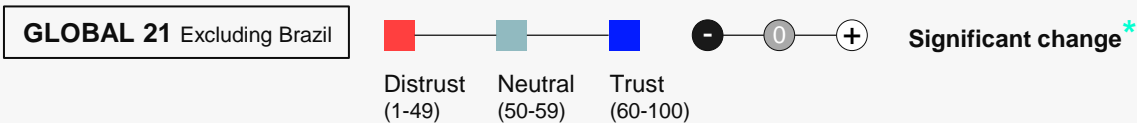
2024 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 27-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



In Brazil, the translation for "Search engines" was updated in 2024. This language change mean the 2024 data cannot compared to data from previous years and has been removed from this analysis for all items to ensure a consistent global average is shown for each.

10-Year Trend: Trust in Media Sources

Percent trust in each media source for general news and information



	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	10yr change
Search engines	63	63	64	65	61	65	62	56	59	61	66	+3*
Traditional media	63	58	59	58	64	66	62	54	58	58	62	-1
Owned media	45	44	48	45	41	49	47	41	44	44	49	+4*
Social media	44	46	45	42	40	43	40	35	36	38	41	-3*

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, 21-mkt avg. Ten-year changes were tested for significance using a t-test set at the 99%+ confidence level.

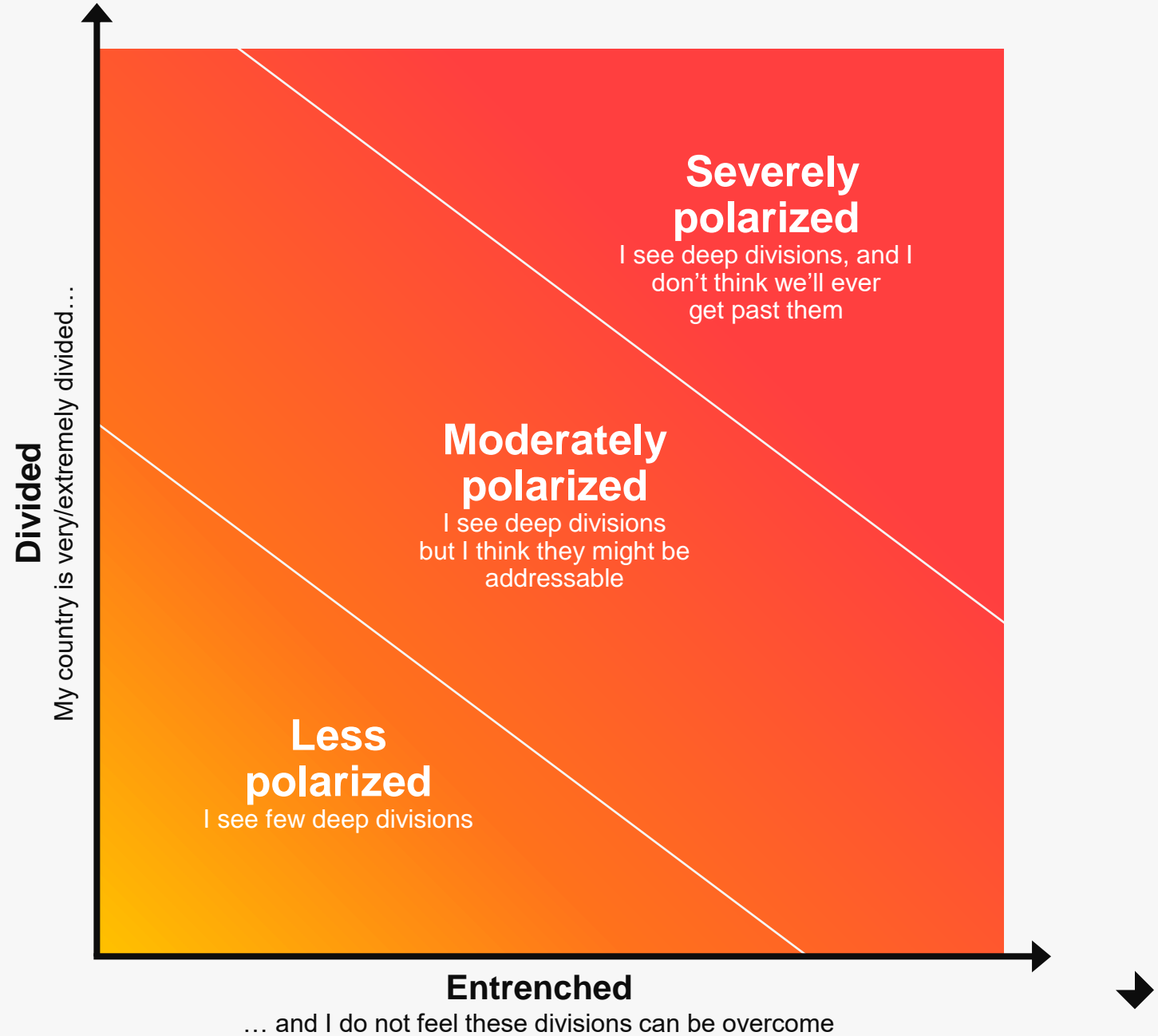
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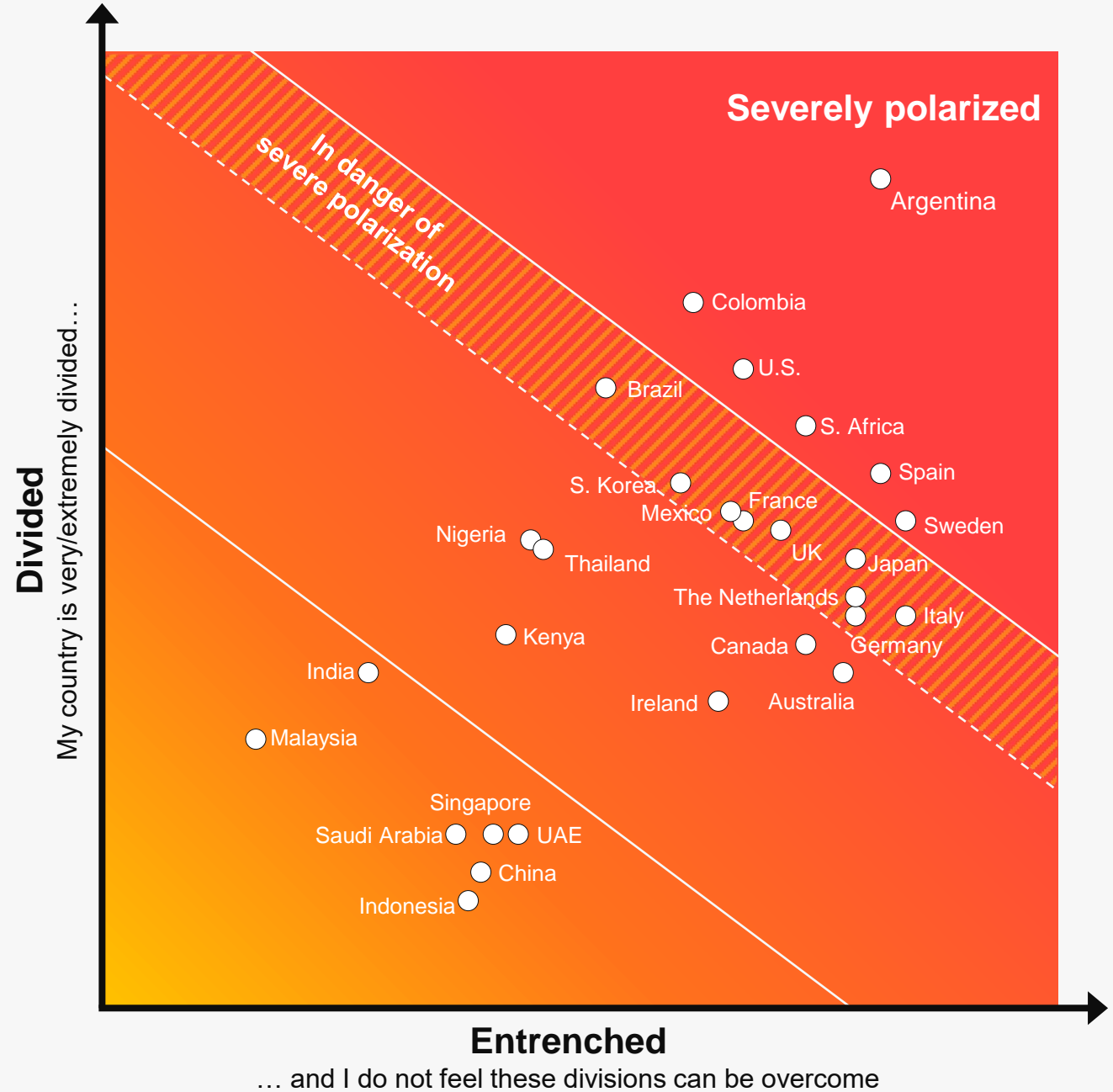
Distrust Breeds Polarization



Polarization Most Severe When Deep Divisions Become Entrenched

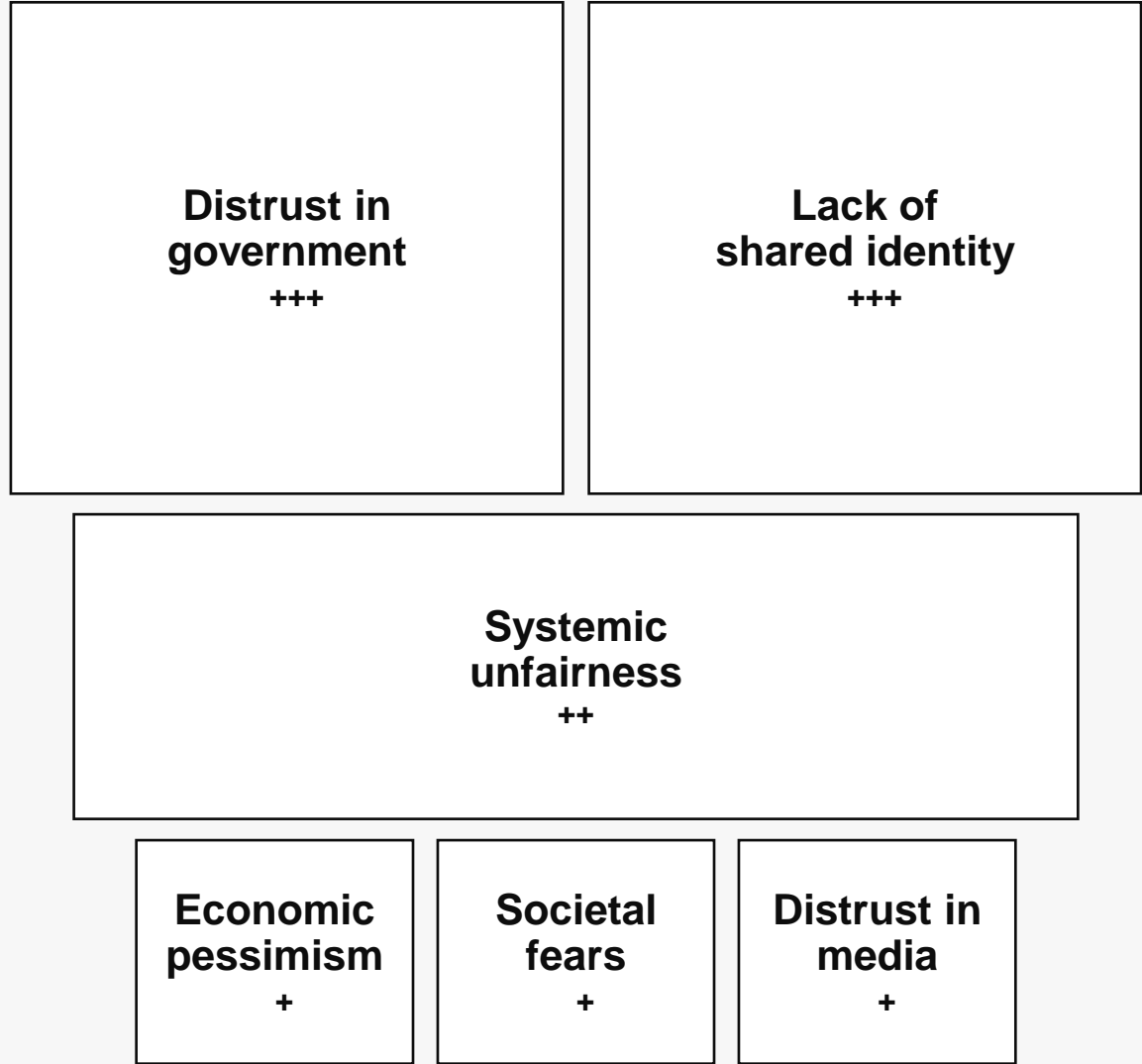


Six Countries Severely Polarized



2023 Edelman Trust Barometer. POL_DEG. Using the scale below, please indicate how divided on key societal issues you believe your country is today. 5-point scale; top 2 box, very/extremely divided. POL_PROG. How likely or unlikely do you think it is that your country will be able to work through or overcome its ideological divisions and lack of agreement on key issues and challenges? 8-point scale; codes 2-5, divisions can't be overcome. General population, by market. Data for "entrenched" is POL_PROG/2-5 filtered by those who feel their country is very/extremely divided (POL_DEG/4-5). All data is rebased to exclude those that said, "don't know."

Drivers Of Polarization: Distrust, Weak Social Fabric, Unfairness



Size of impact on respondent's perception of polarization

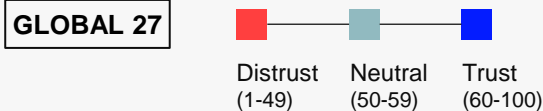
+ Less than .20 ++ .20 to .30 +++ More than .30

Only significant drivers of polarization are shown



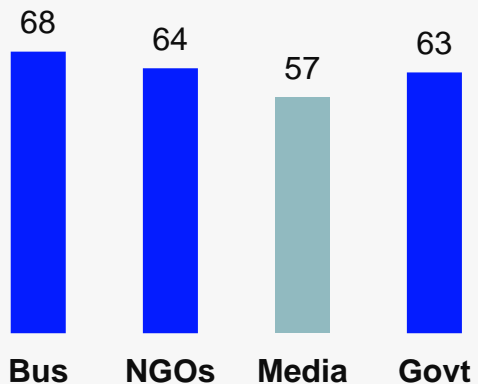
Both Cause and Consequence: Polarization Itself Leads to Further Distrust

Percent trust among those who say

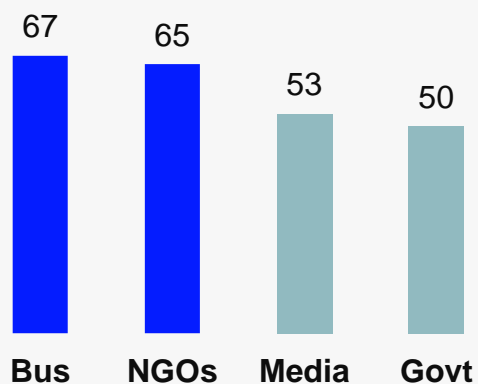


My country is ...

... **not very divided**

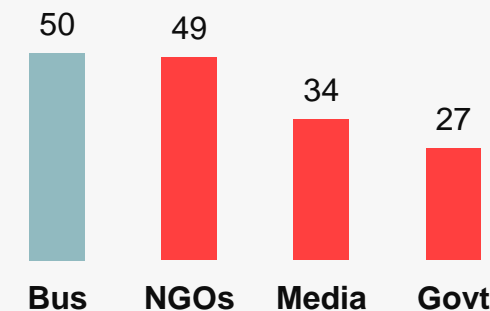


... **divided**, not entrenched



... **polarized**: divisions are entrenched

When we see our country as polarized, we don't trust



2023 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, 27-mkt avg., by perceived level of division. For more information on how these segments are defined, please refer to the Technical Appendix.



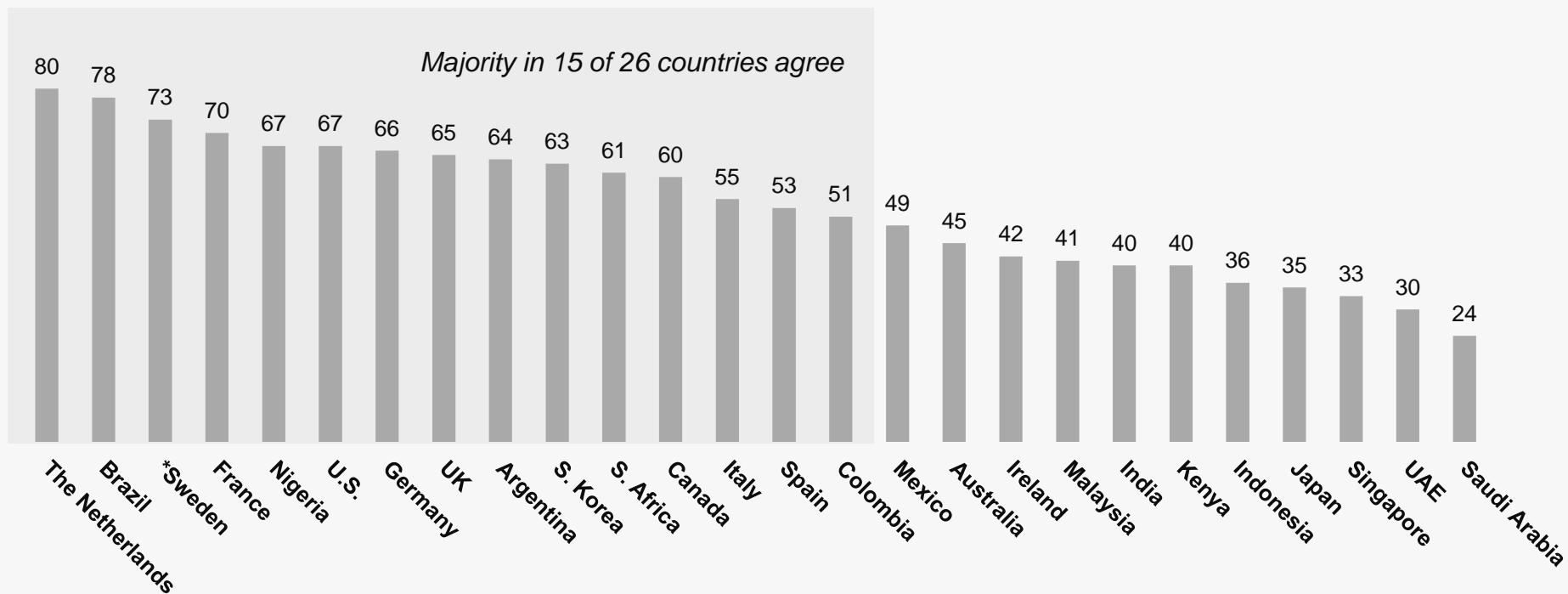
More Divided Today Than in the Past

Percent who say

Our country is **more divided today** than in the past

GLOBAL 25 Excludes China and Thailand

53%



2023 Edelman Trust Barometer. NAT_POL. Which of the following is the most accurate description of the situation in your country today? General population, 25-mkt avg. Data not collected in China and Thailand. *Sweden is not included in the global average.



Some thoughts to consider

Trust in institutions doesn't mean we don't trust individuals or specific organisations, it means we don't trust the category – we'll still trust 'our' people/institutions/media

In times of vulnerability, making people feel safe is more powerful than ever

Trust is always contextual... what are we asking people to trust?

- That we'll keep our promises?
- That that we're telling the truth?
- That we're on your side?

Action earns trust. Which means the best, most powerful way to build trust is to be valuable to people.

