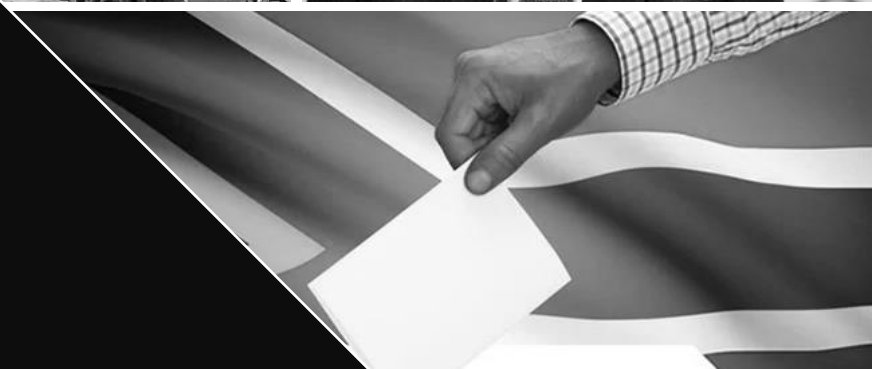
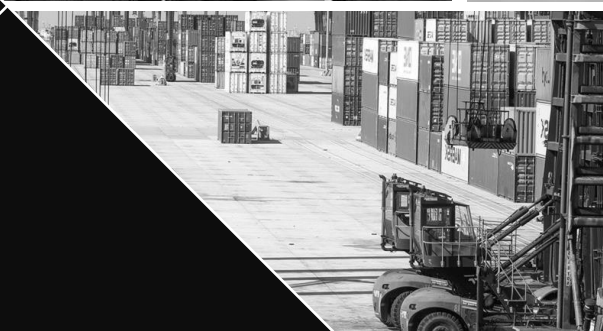


# 2024 Edelman Trust Barometer

South Africa 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.

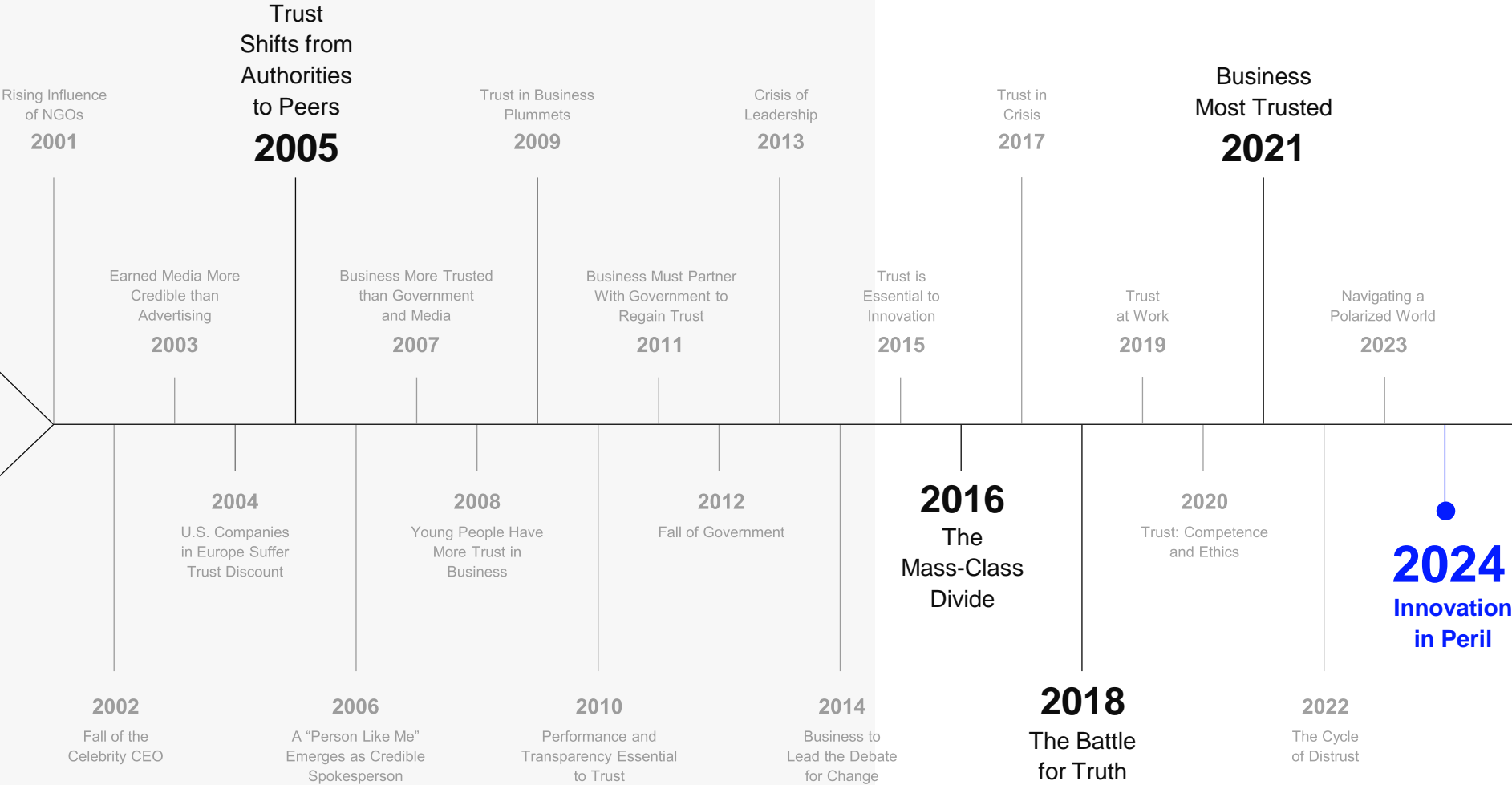
### Shortened question text

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

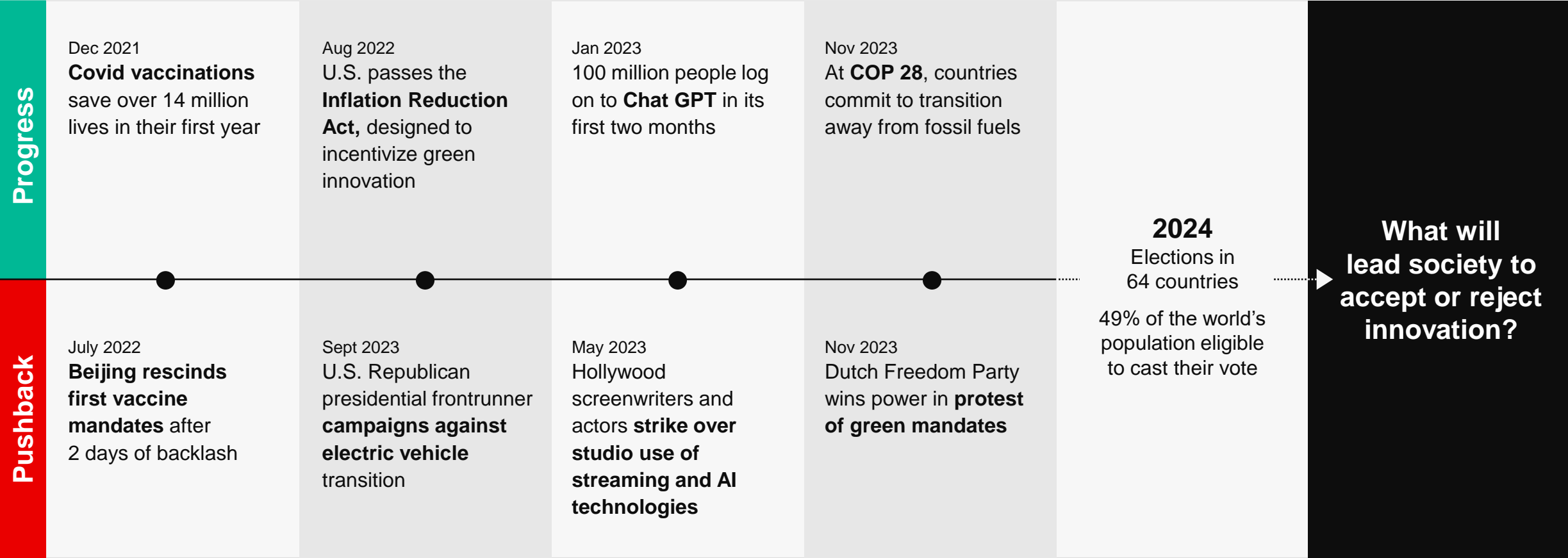
For more details on global averages, country-specific sample information, or to see the full text for any shortened statements, please see the Technical Appendix



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](#)





# The Decline of Authority



## Trust Index


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

-    0    +    ○ Significant change

Developing countries	63
Developed countries	49

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.

## 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

S. Korea  
Malaysia  
Nigeria  
Thailand  
Australia  
China  
Colombia  
UK

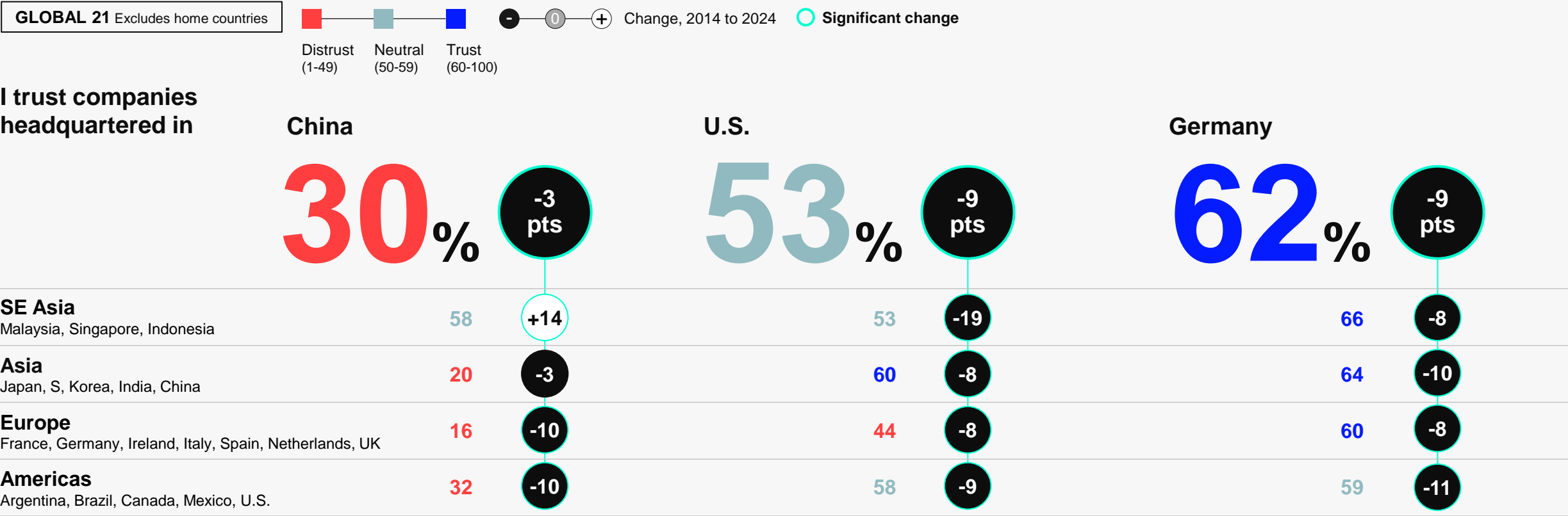
## UK now among least-trusting countries





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

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.



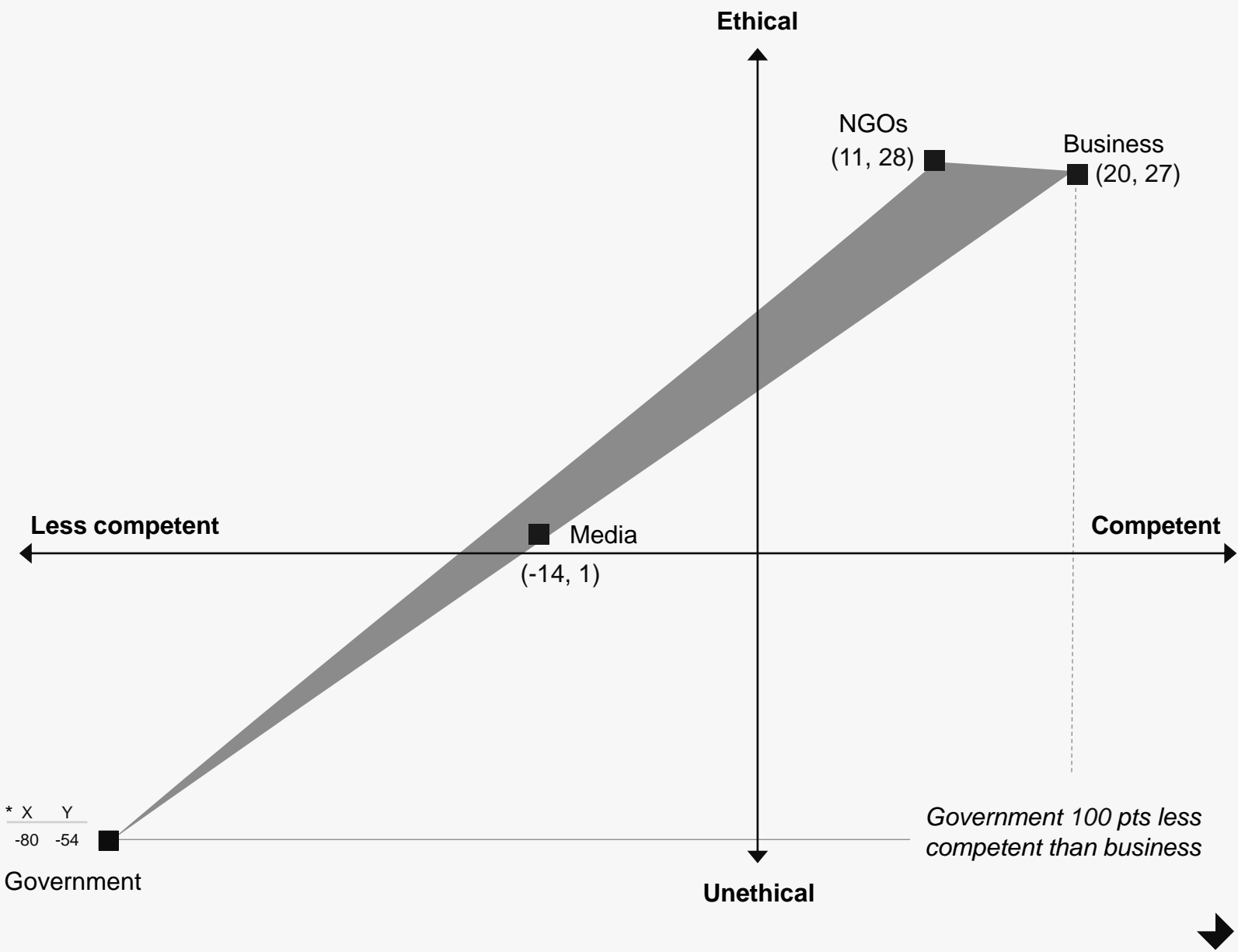
# In S. Africa, Institutions Out of Balance: Government Seen as Far Less Competent and Ethical than Business

(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, S. Africa.

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 S. Africa

 Significant change



Government leaders



Business leaders



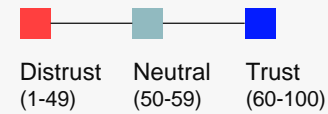
Journalists and reporters

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

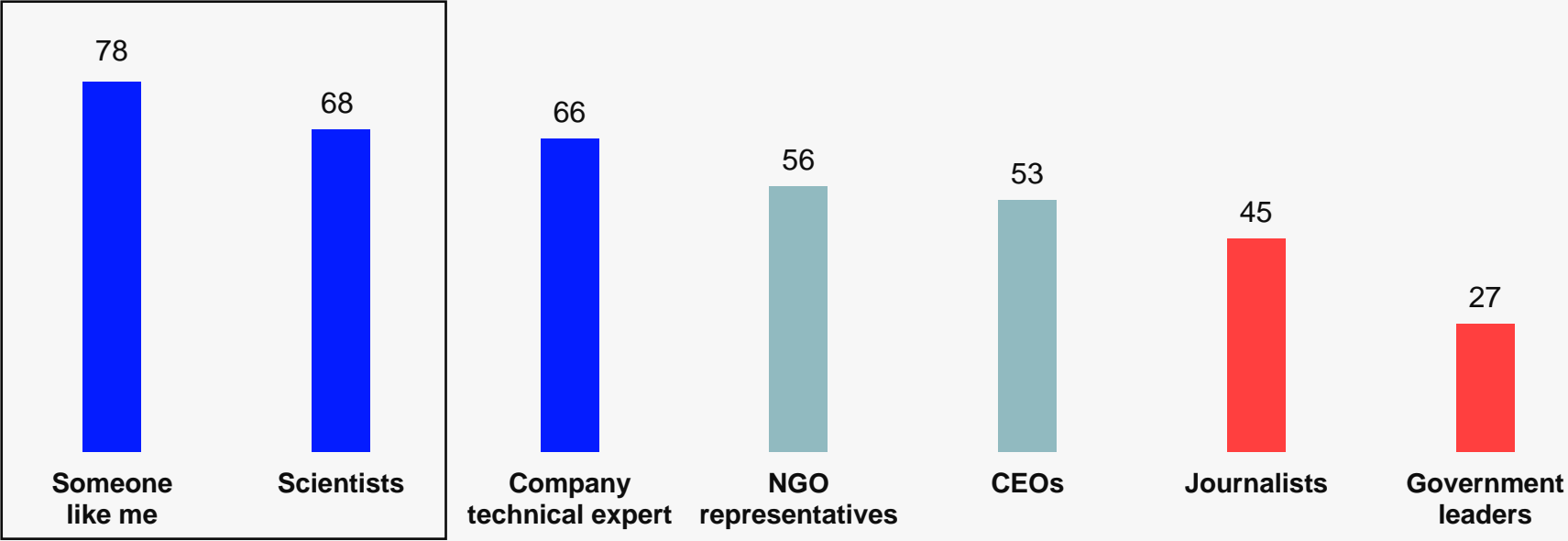


# Dispersion of Authority: Peers Surpass Scientists

Percent trust in, S. Africa

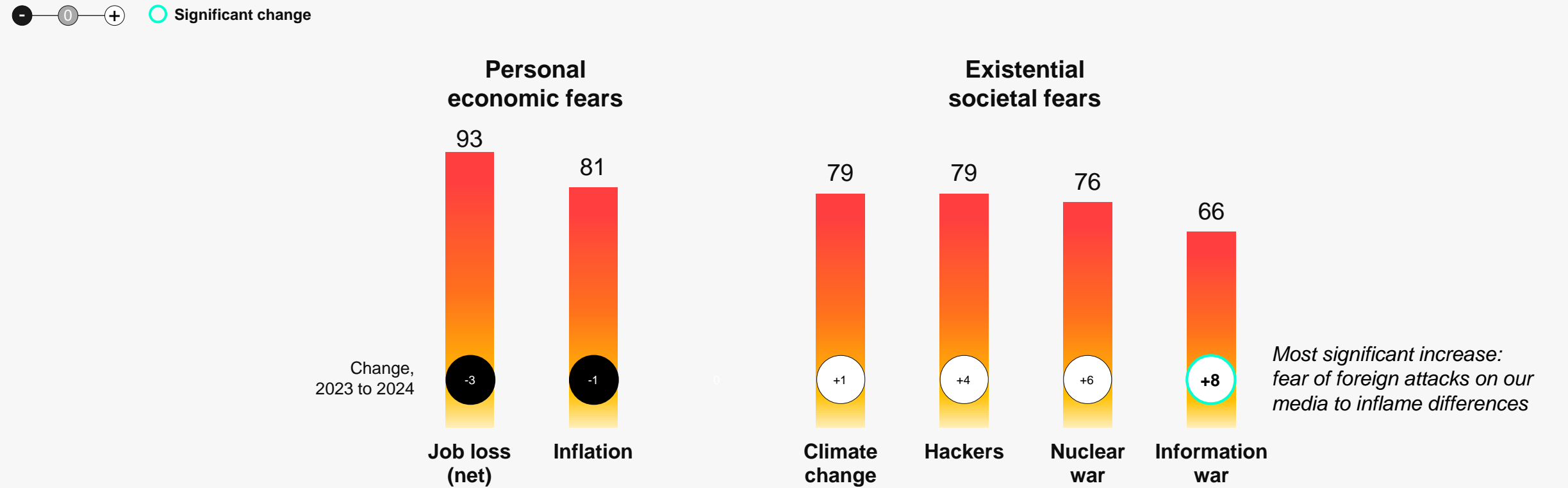


I trust each to tell me the truth about new innovations and technologies



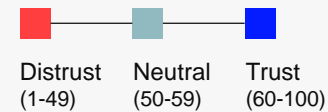
# Economic Fears Persist as Societal Concerns Rise

In S. Africa, percent who worry about...



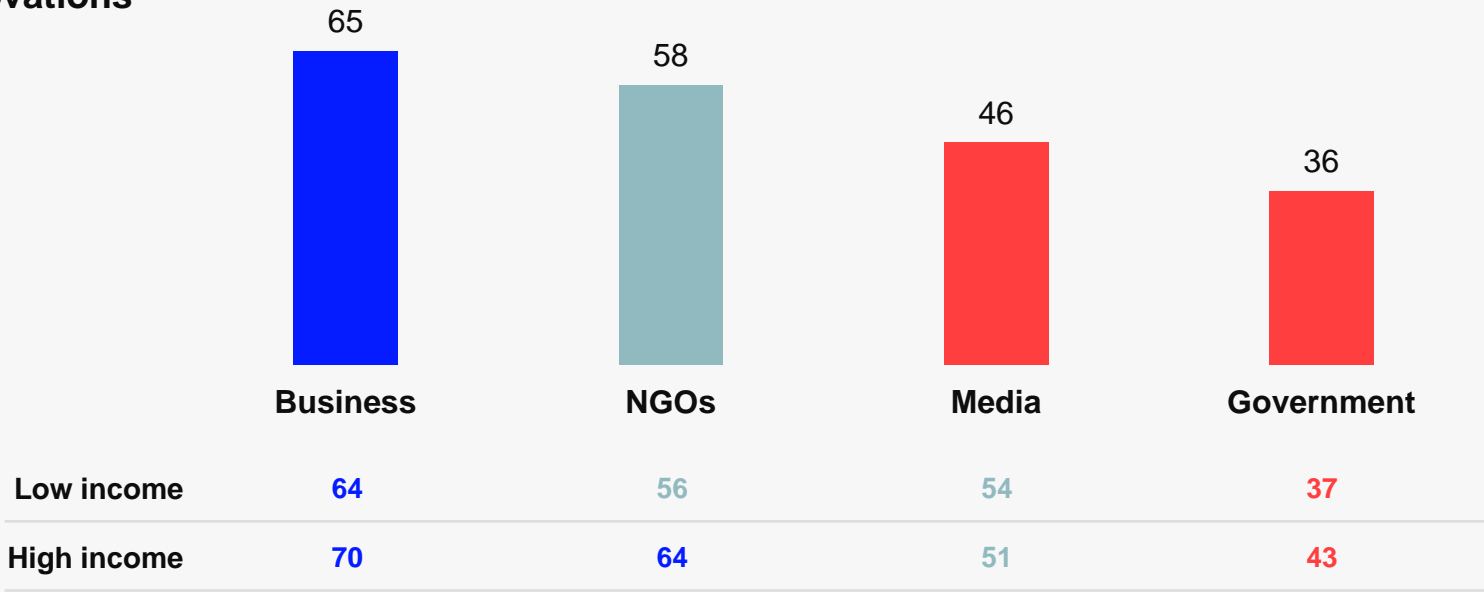
# Trust Imbalance: Business Most Trusted to Integrate Innovation into Society

Percent trust, in S. Africa



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

- Safe
- Understood by the public
- Beneficial
- Accessible

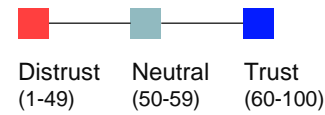


2024 Edelman Trust Barometer. TRU\_INS\_TCNG. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to ensuring that the introduction of new technologies and innovations into society is well-managed (e.g., they are safe, understood by the public, beneficial to society as a whole, and accessible to the people who need them). 9-point scale; top 4 box, trust. Question asked of half the sample. General population, S. Africa, and by income.

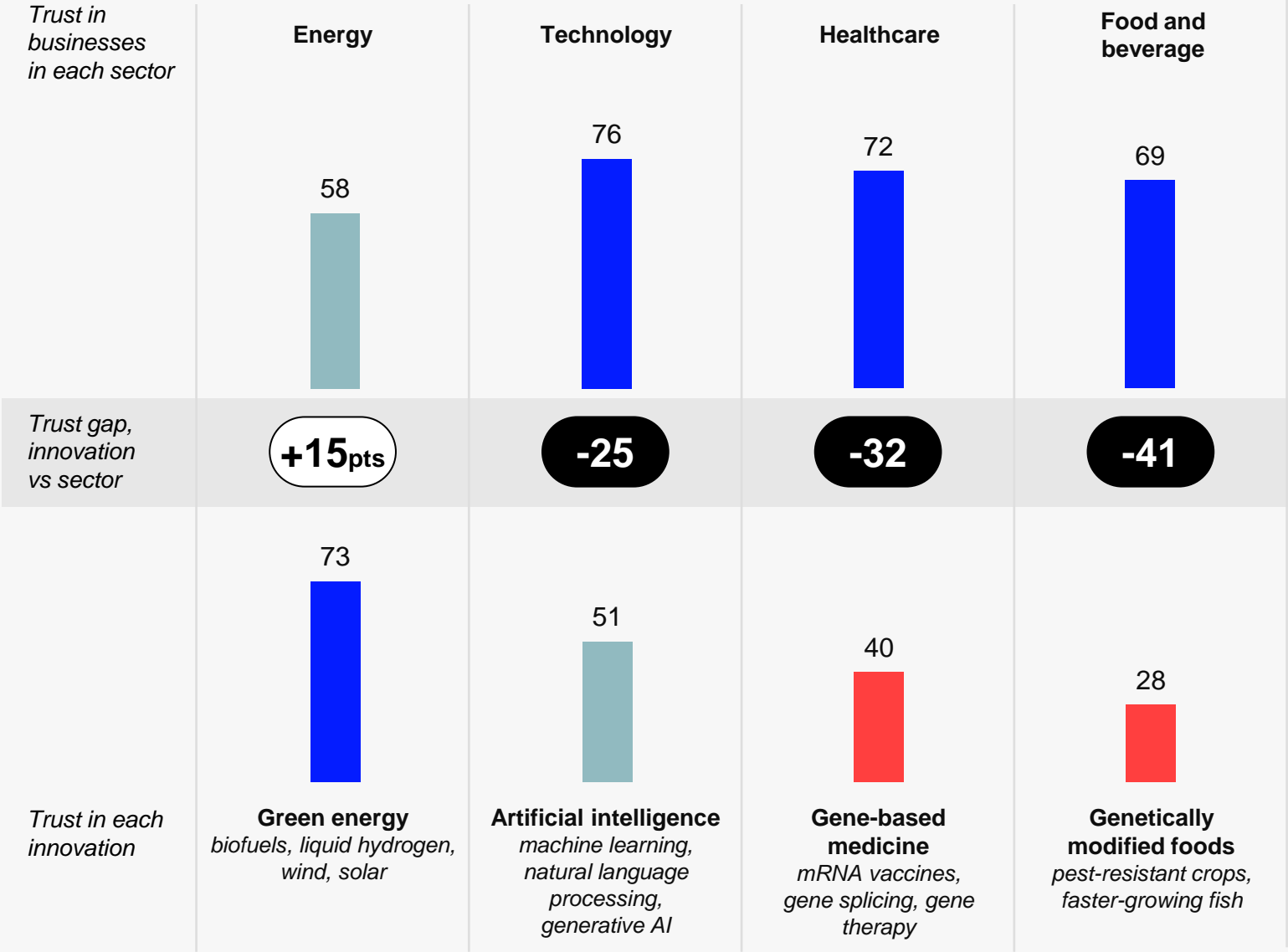


# Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

Percent trust, in S. Africa

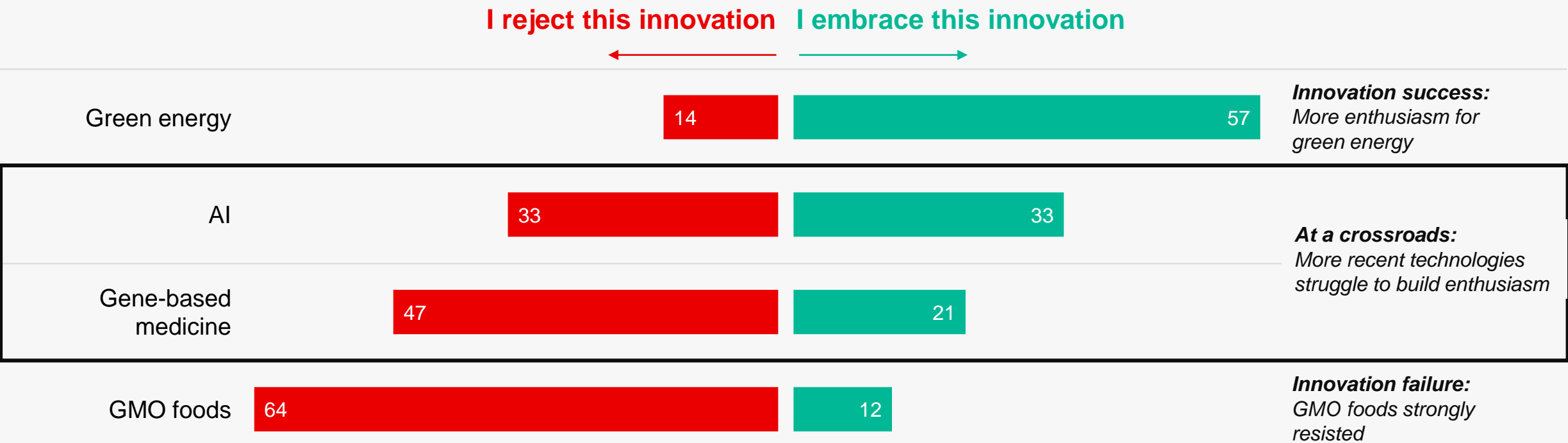


 2024 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. TEC\_TRU. How much do you trust each of these technologies? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, S. Africa.



# Acceptance of Innovation at Stake

Percent who say, in S. Africa



# Innovation is on the Ballot





# Government Lacks Competence to Regulate Emerging Innovations

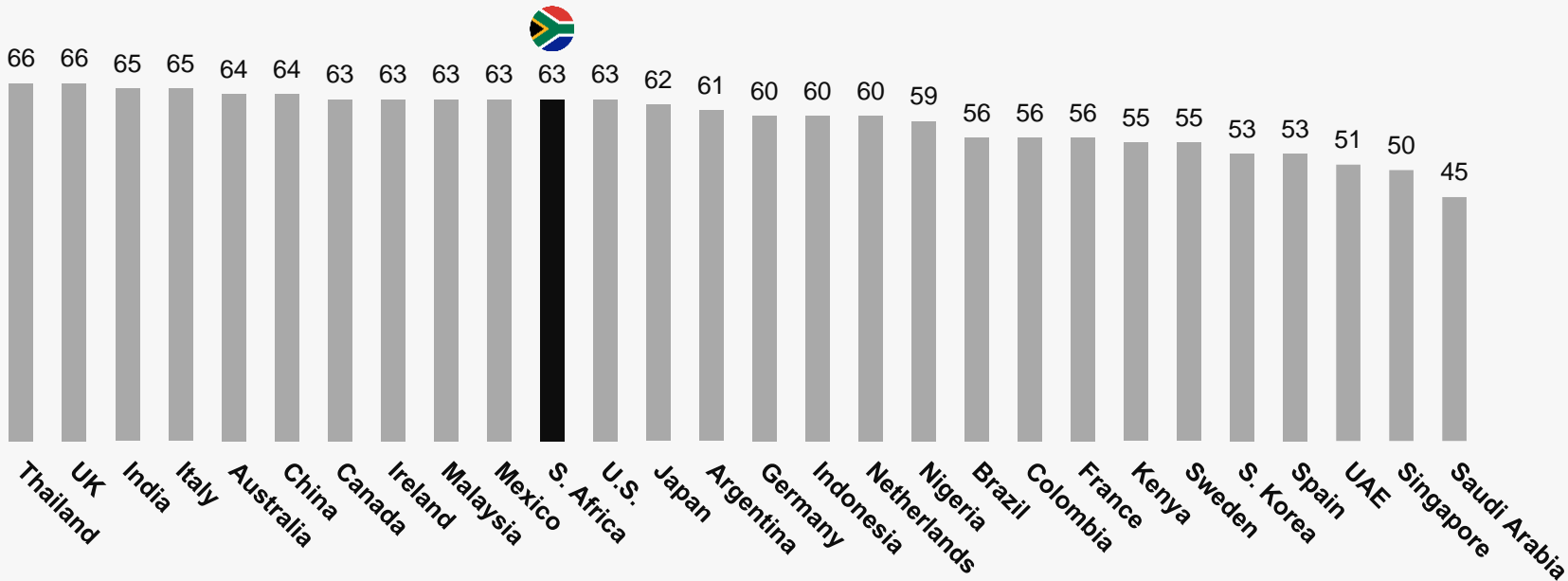
Percent who say this is true

GLOBAL 28

Government regulators **lack adequate understanding of emerging technologies** to regulate them effectively

59%

Majority in 26 of 28 countries say government not regulating well



2024 Edelman Trust Barometer. POP\_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is using a nine-point scale where one means it is “not at all true” and nine means it is “completely true”. 9-point scale; top 4 box, true. General population, 28-mkt avg.



# Concerned Government Has Too Much Influence on Science

Percent who agree, in S. Africa

**Science has become politicised** in this country

55%

Government and organisations that fund research have **too much influence** on how science is done

65%

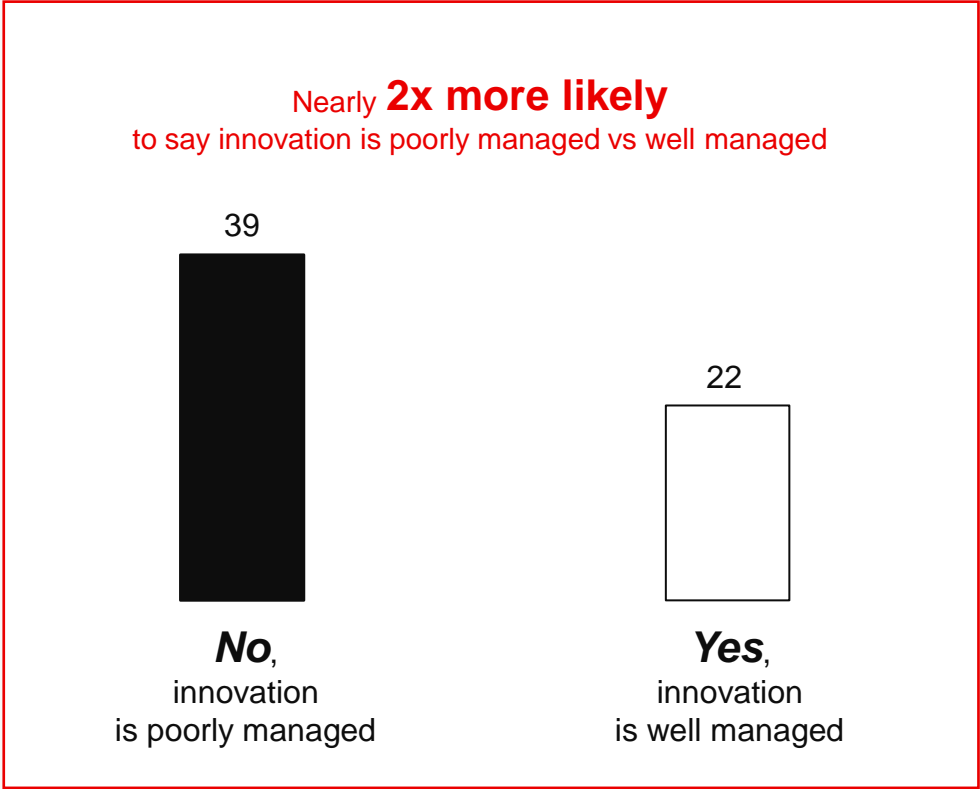


# Globally, Nearly 2x More Likely to Fear Innovation Poorly Managed

On average, percent who say

GLOBAL 28

- In thinking about innovation –*
- *Do I trust how **business** and **NGOs** introduce innovations into society?*
  - *Can **government** regulate new technologies?*
  - *Is science independent of **politics** and **money**?*



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

On average, percent who say

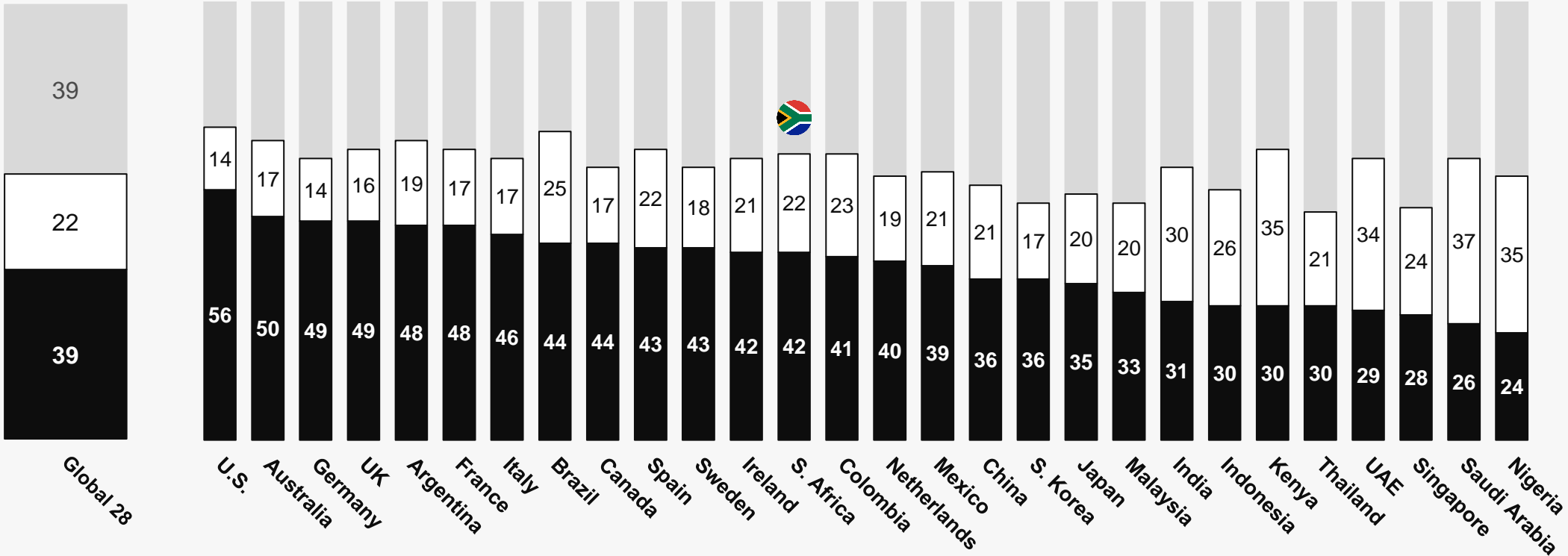
GLOBAL 28

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

Neither

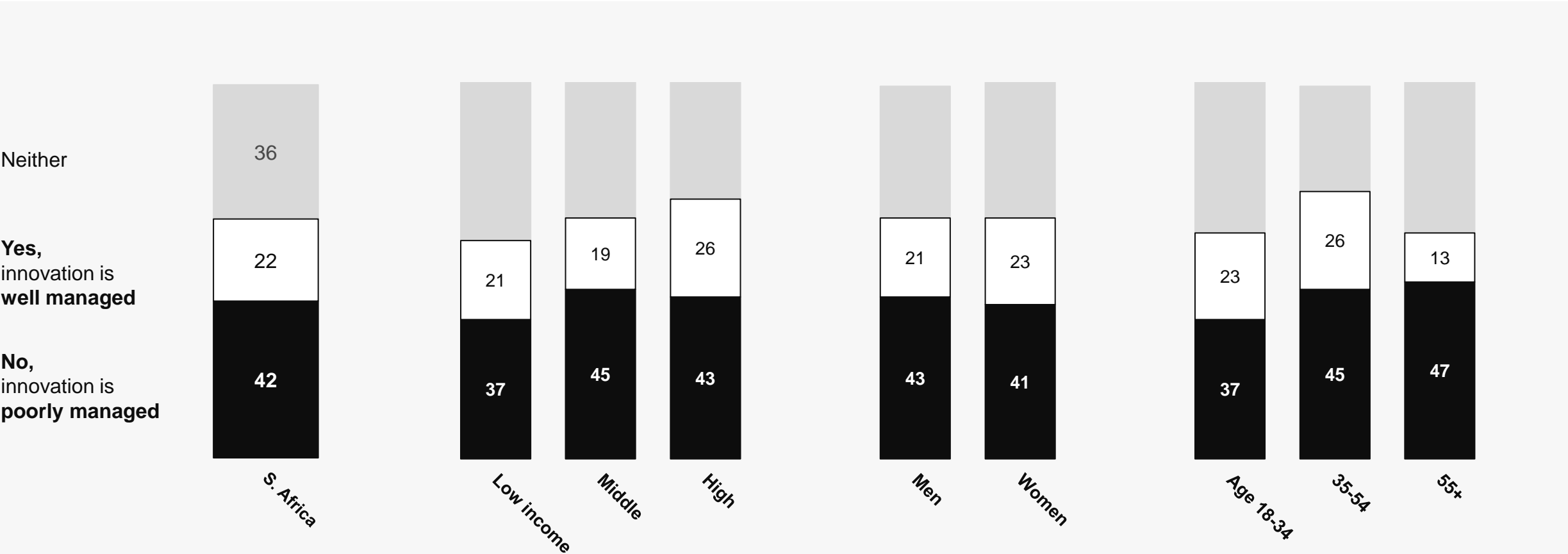
Yes,  
innovation is  
well managed

No,  
innovation is  
poorly managed



# In South Africa, Concern Innovation is Mismanaged Shared Across Income, Gender, and Age

On average, percent who say, in S. Africa

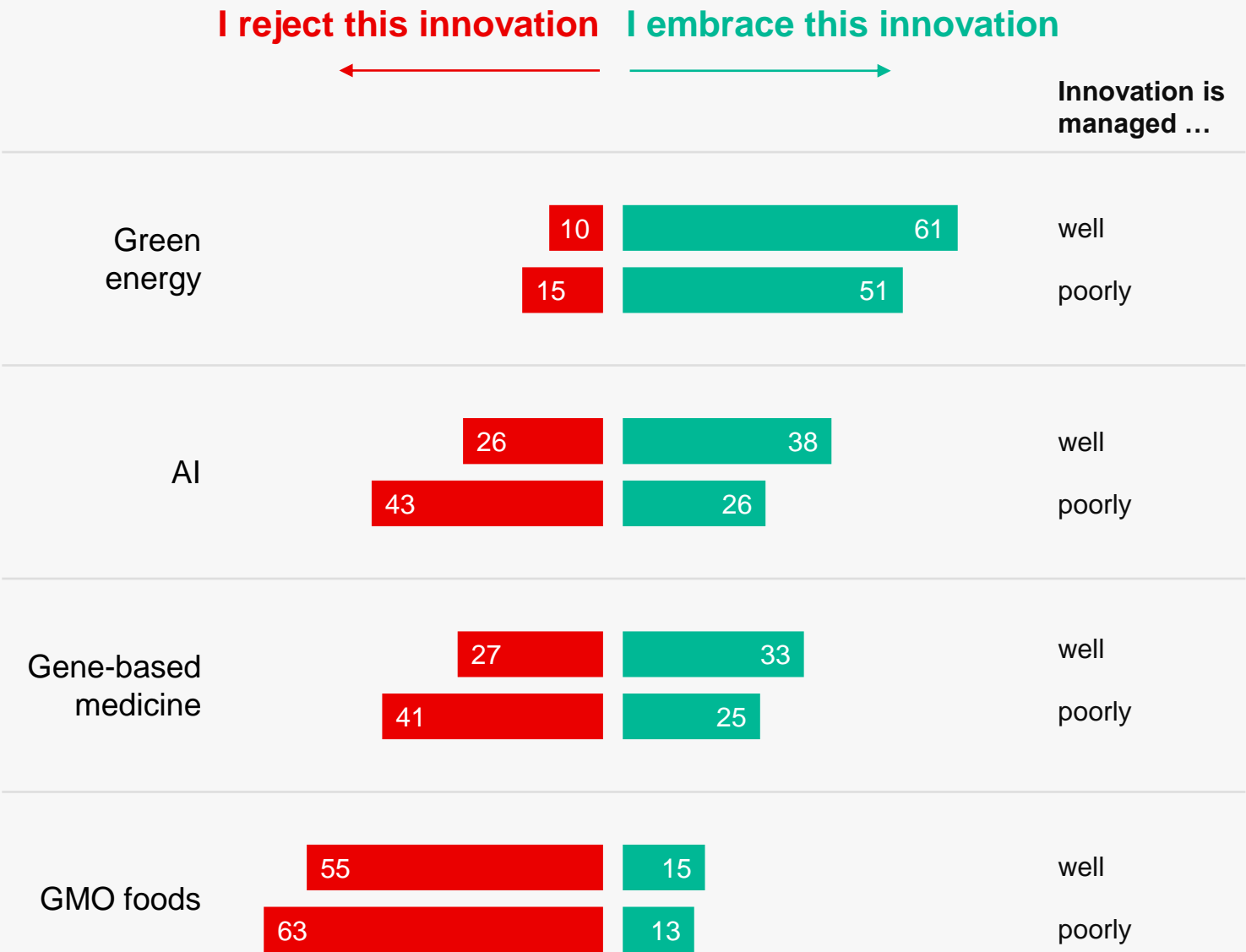


# When Institutions Mismanage Innovation: More Rejection, Less Enthusiasm for Emerging Technologies

Percent who say

GLOBAL 28

2024 Edelman Trust Barometer. CHG\_TEC\_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, 28-mkt avg., by the innovation management scale. For a full explanation of how the Innovation Management Scale was developed, please see the Technical Appendix.

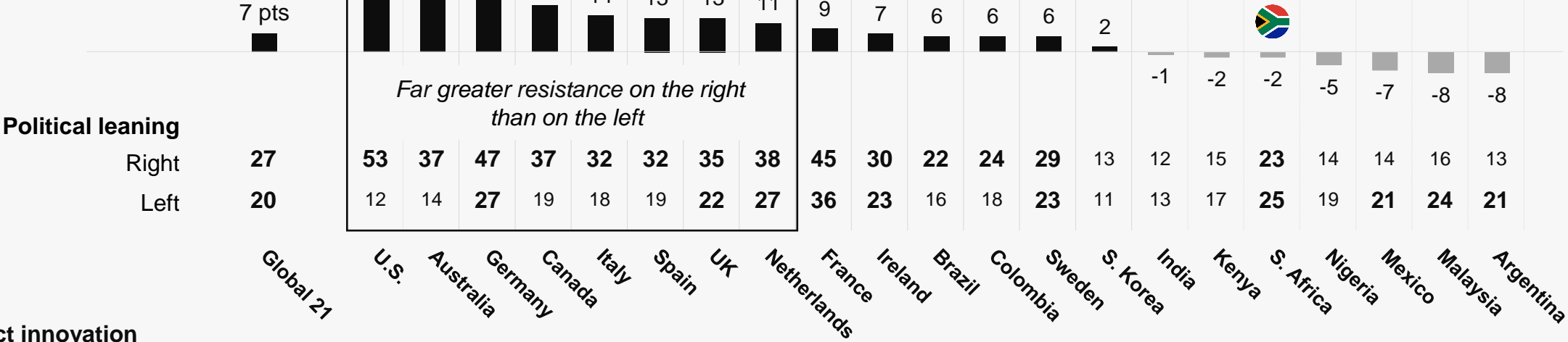


# In Western Democracies, Resistance to Innovation Is Political

Percent of respondents who reject innovation, based on their individual average acceptance rating across green energy, AI, gene-based medicine, and GMO foods

GLOBAL 21

Difference in innovation rejection  
between those who  
lean right or left politically



bold font indicates  
20% or more reject innovation

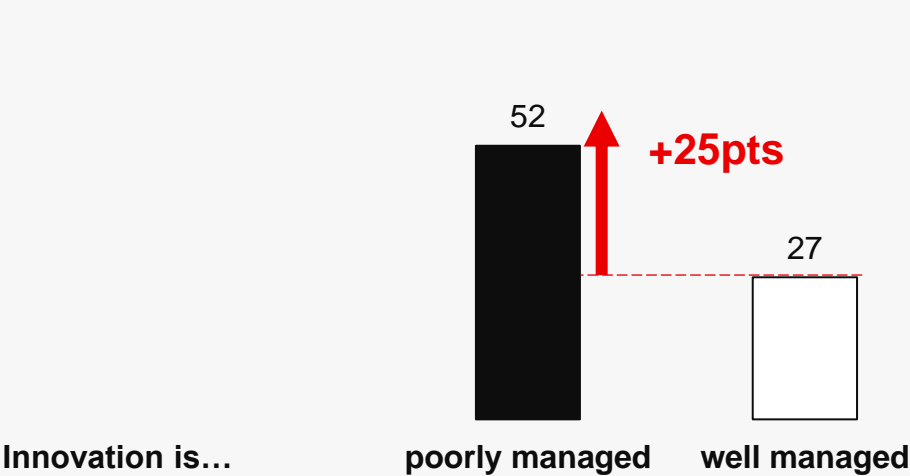


# When Institutions Mismanage Innovation, We Feel Both Technology and Society Are Leaving Us Behind

Percent who say, in S. Africa

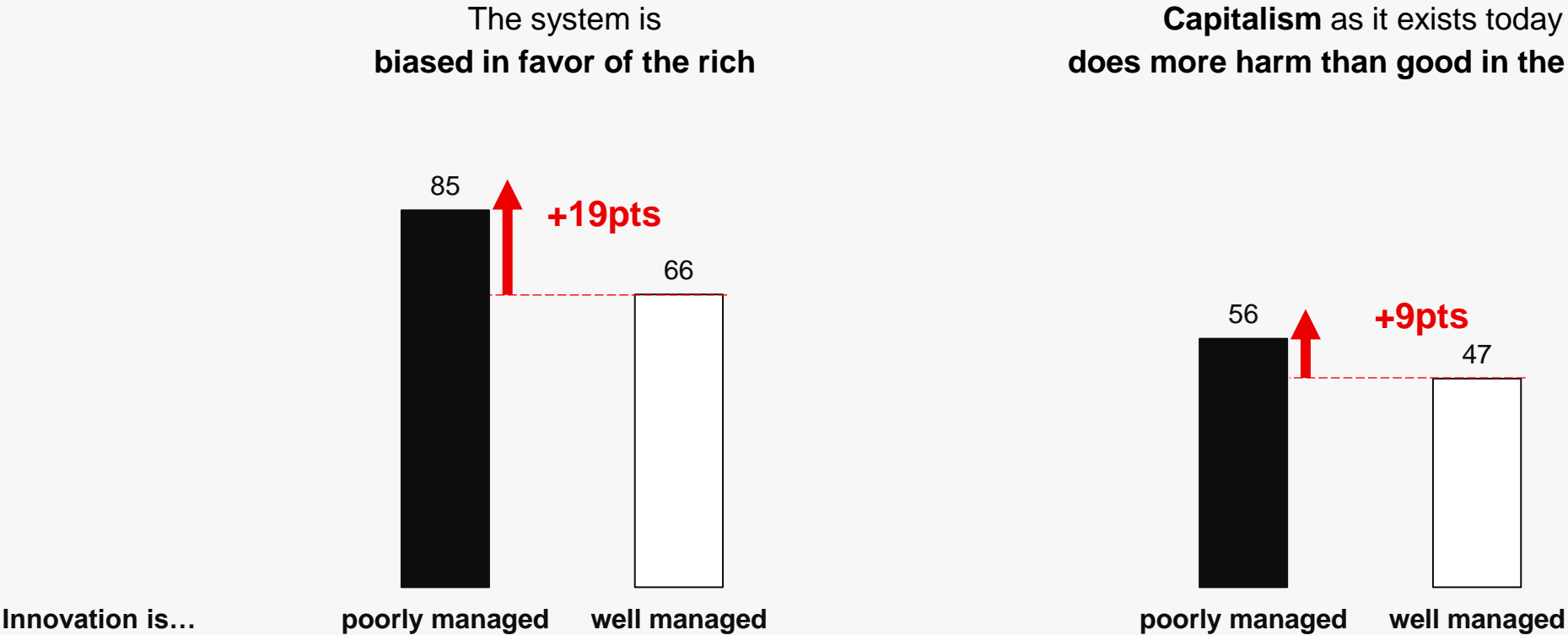
Technology is changing too quickly,  
in ways that are not good for people like me

Our society is changing too quickly  
and not in ways that benefit people like me



# When Institutions Mismanage Innovation, Fairness and Capitalism in Question

Percent who say, in S. Africa



2024 Edelman Trust Barometer. POP\_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is using a nine-point scale where one means it is “not at all true” and nine means it is “completely true”. 9-point scale; top 4 box, true. TMA\_SIE\_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Attribute asked of half the sample. General population, S. Africa, by the innovation management scale. For a full explanation of how the Innovation Management Scale was developed, please see the Technical Appendix.



# A Reset for Science in Society

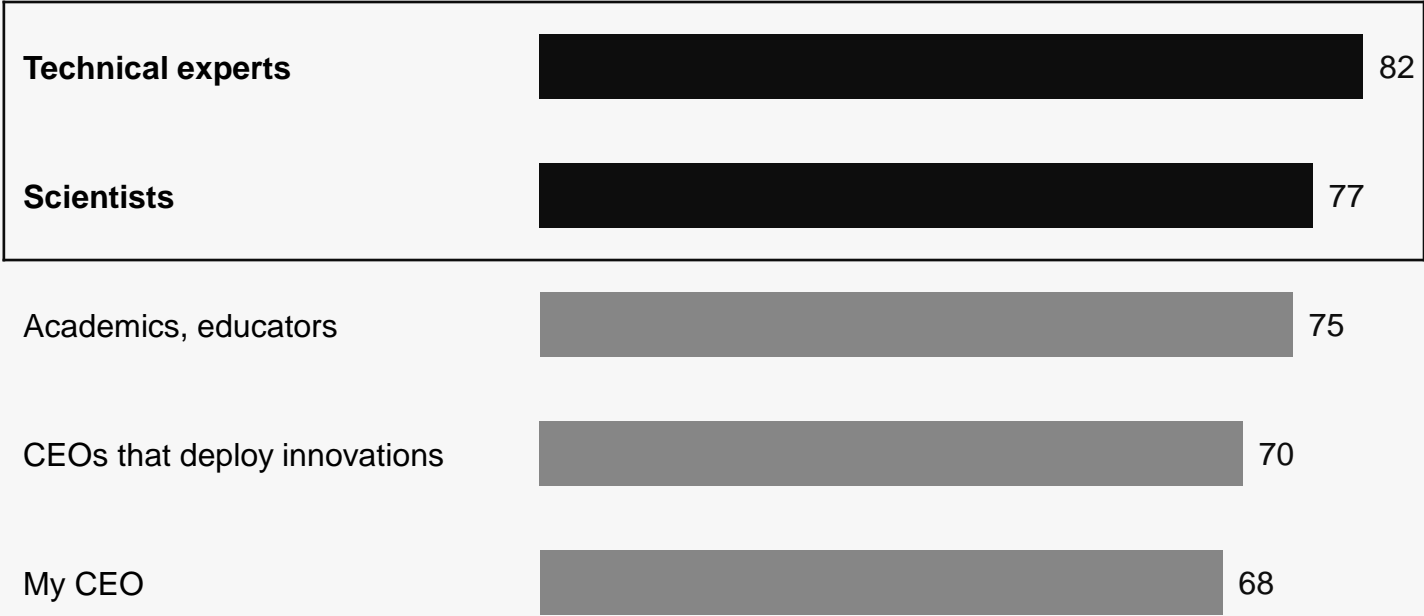


# Scientists and Experts Expected to Lead on Implementation of Innovation

Percent who say, in S. Africa

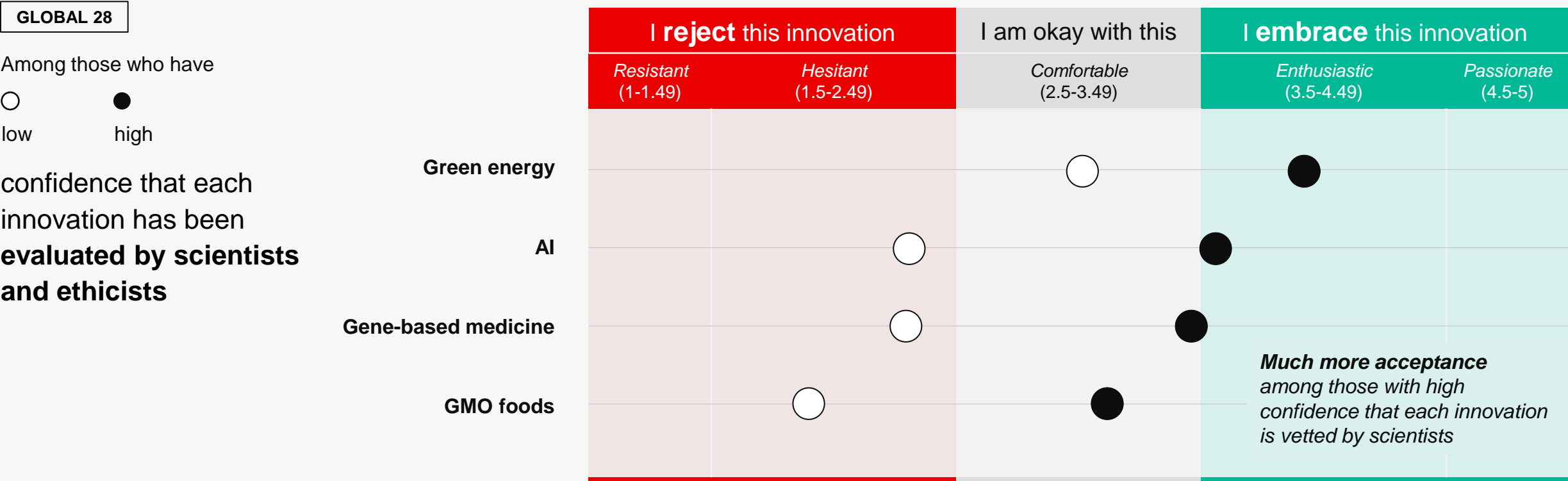
I believe each **should have a big role** in managing the introduction of innovation

Showing top 5 of 11 items



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

Average acceptance rating  
for each innovation



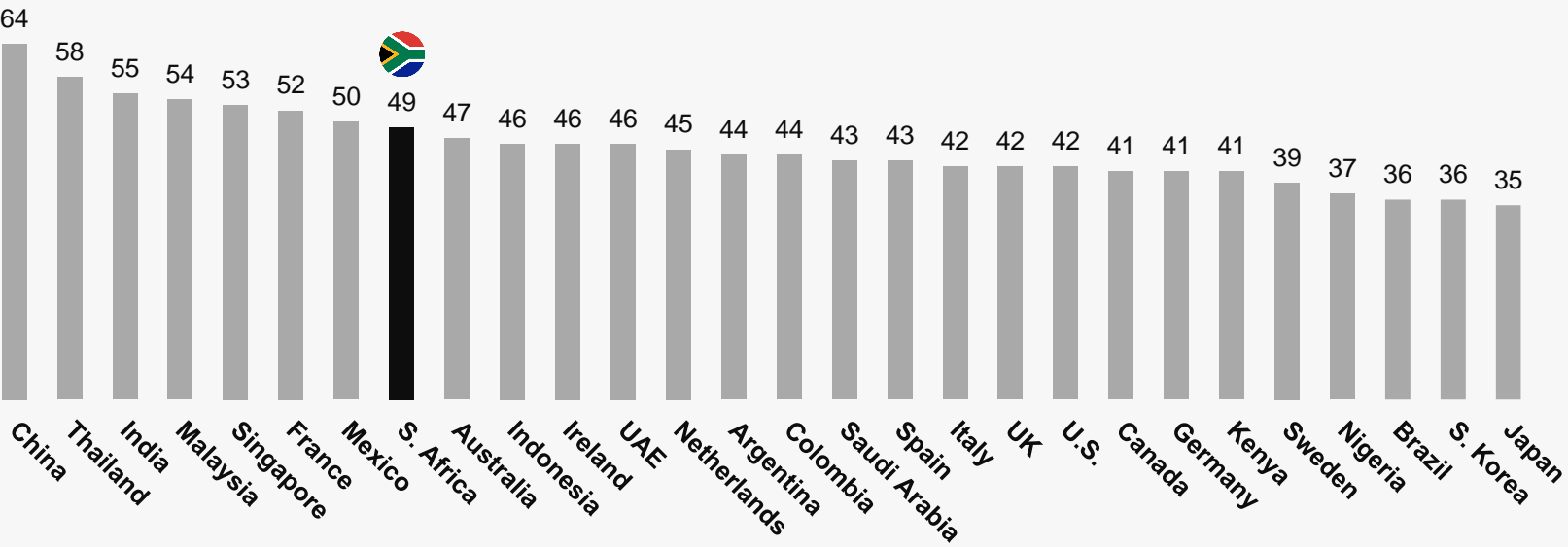
# Make the Science Transparent and Accessible to the Public

Percent who agree

GLOBAL 28

Scientists do not know how to  
**communicate with people like me**

45%

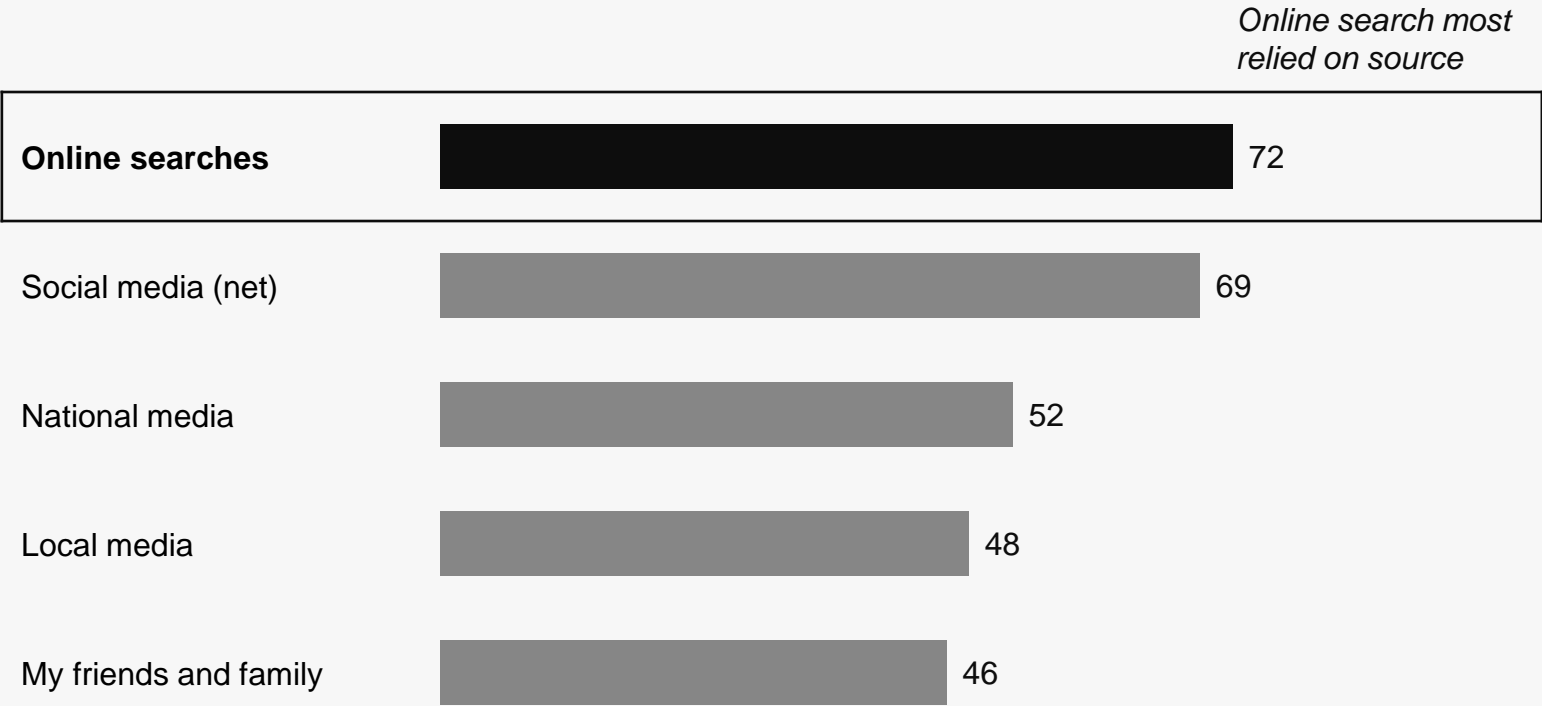


# I’m Doing My Own Research: Help Me Find Information I Can Trust

Percent who say, in S. Africa

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

Showing top 5 of 9 items





# 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, in S. Africa, showing the top 3 actions

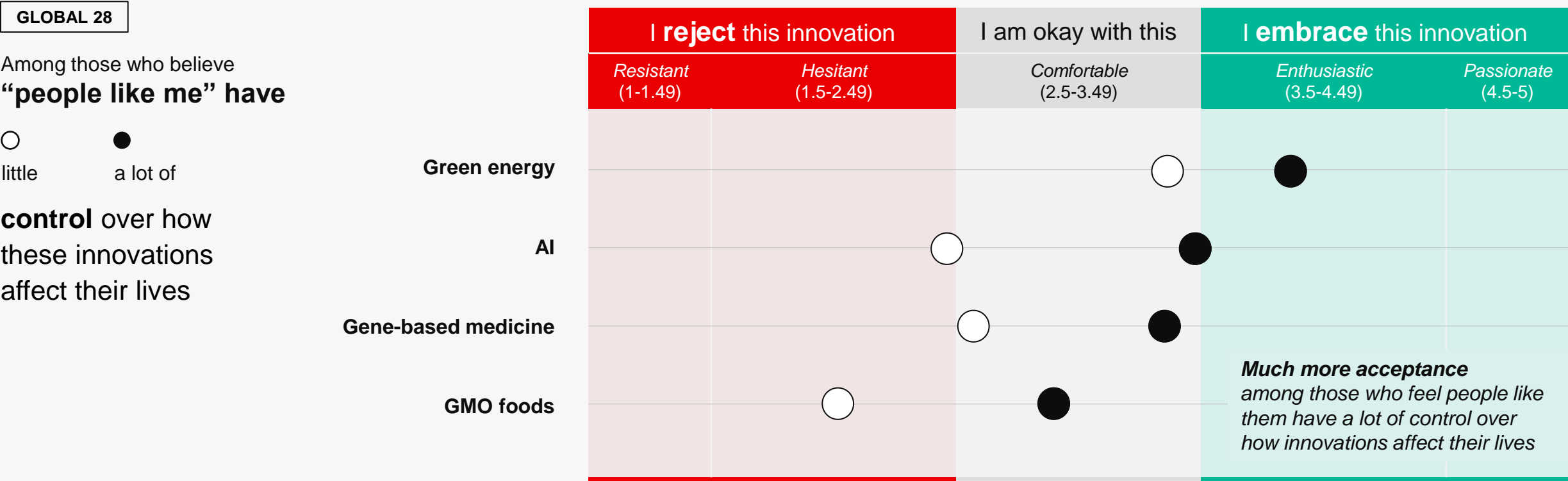
*For Business, Government, and Media, listening is a top 3 trust-building action*

Business	%	NGOs	%	Government	%	Media	%
Keep innovations affordable	90	Help people keep up	88	Hear our concerns, let us ask questions	89	Hear our concerns, let us ask questions	87
Communicate pluses and minuses	89	Ensure our future prosperity	87	Protect our core values	87	Communicate pluses and minuses	86
Hear our concerns, let us ask questions	89	Support change locally	87	Ensure our future prosperity	86	Investigate innovations	86



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

Average acceptance rating  
for each innovation



# Restoring Trust in the Promise of Innovation



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

Percent who say

GLOBAL 22

-

0

+

2015 to 2024

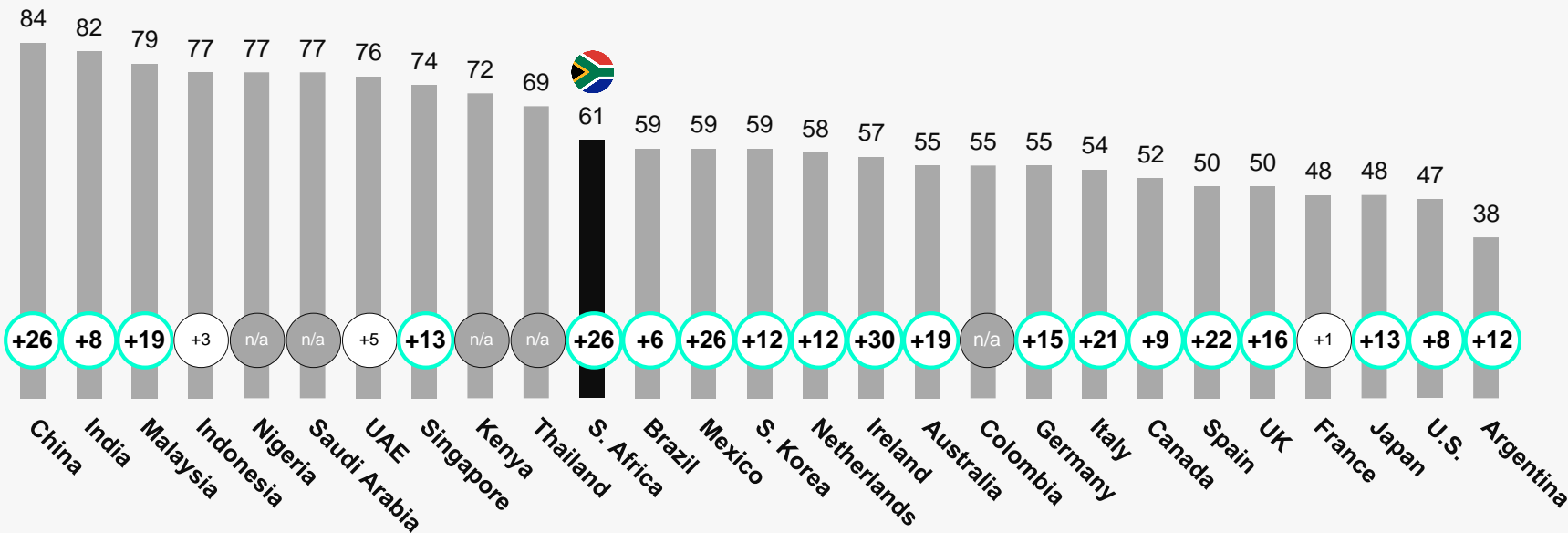
Significant change

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.

# Confidence in Effective Regulation Drives Adoption

Average acceptance rating  
for each innovation

GLOBAL 28

Among those who have

low high

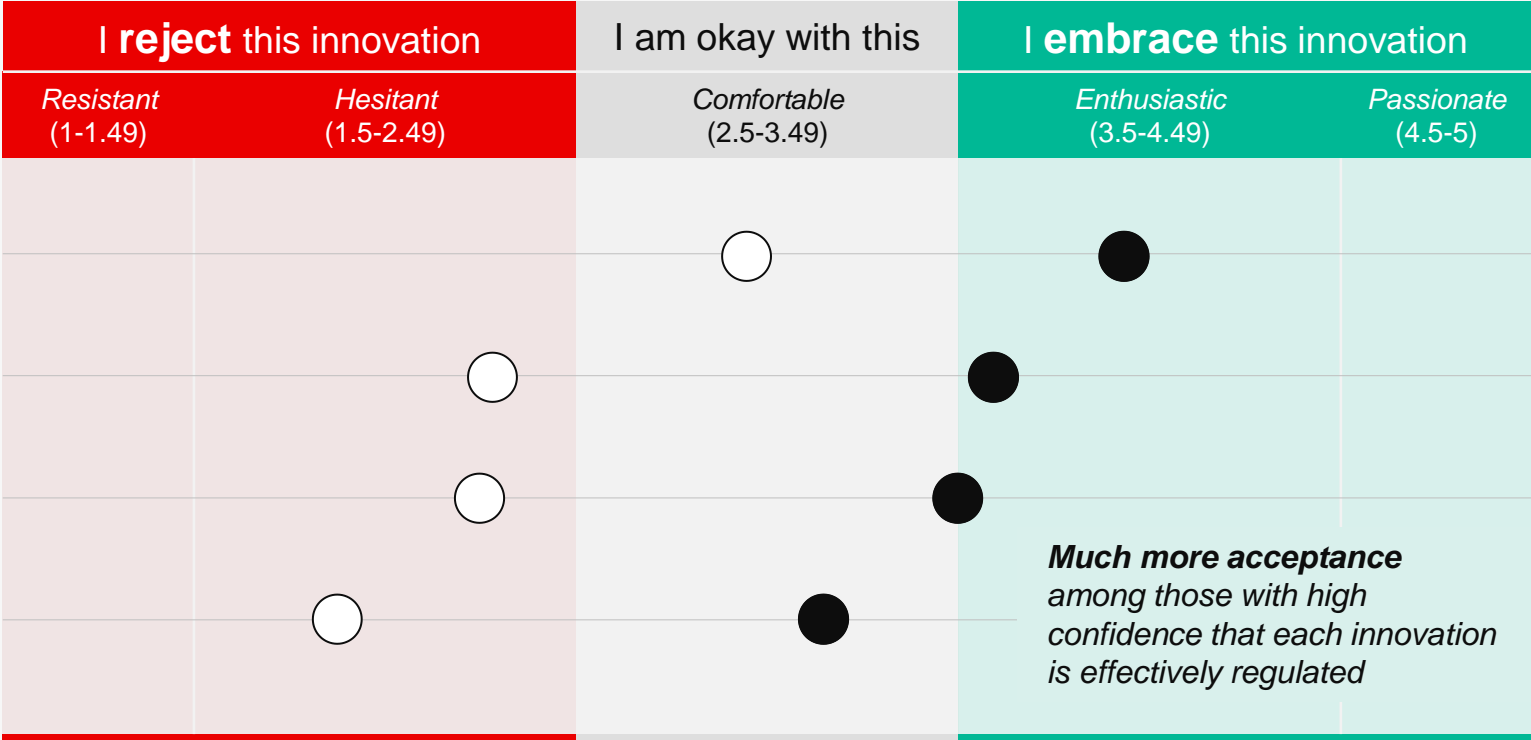
confidence that each  
innovation is  
**effectively regulated**

Green energy

AI

Gene-based medicine

GMO foods



# CEOs: Address Impacts of Innovation in Society

Percent who say, S. Africa

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

68%

Among employees,

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

**Job skills** of the future



**Ethical** use of technology



**Automation** impact on jobs



# Show Me How Innovation Will Bring Us a Better Future

Average acceptance rating  
for each innovation

GLOBAL 28

Among those who have

low      high

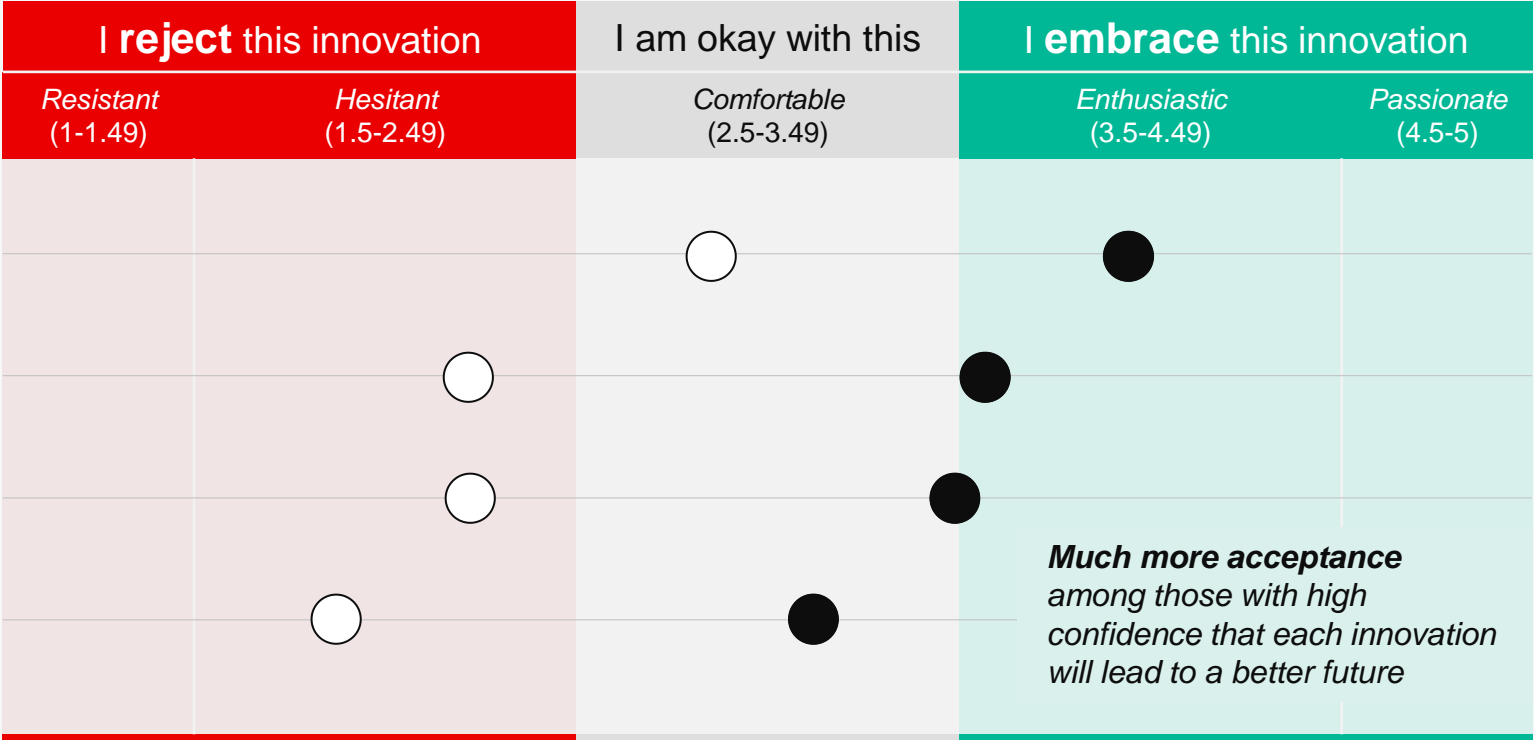
confidence that each  
innovation **will lead to  
a better future**

Green energy

AI

Gene-based medicine

GMO foods





# 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.




# Thank You

**KARENA CRERAR**

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