

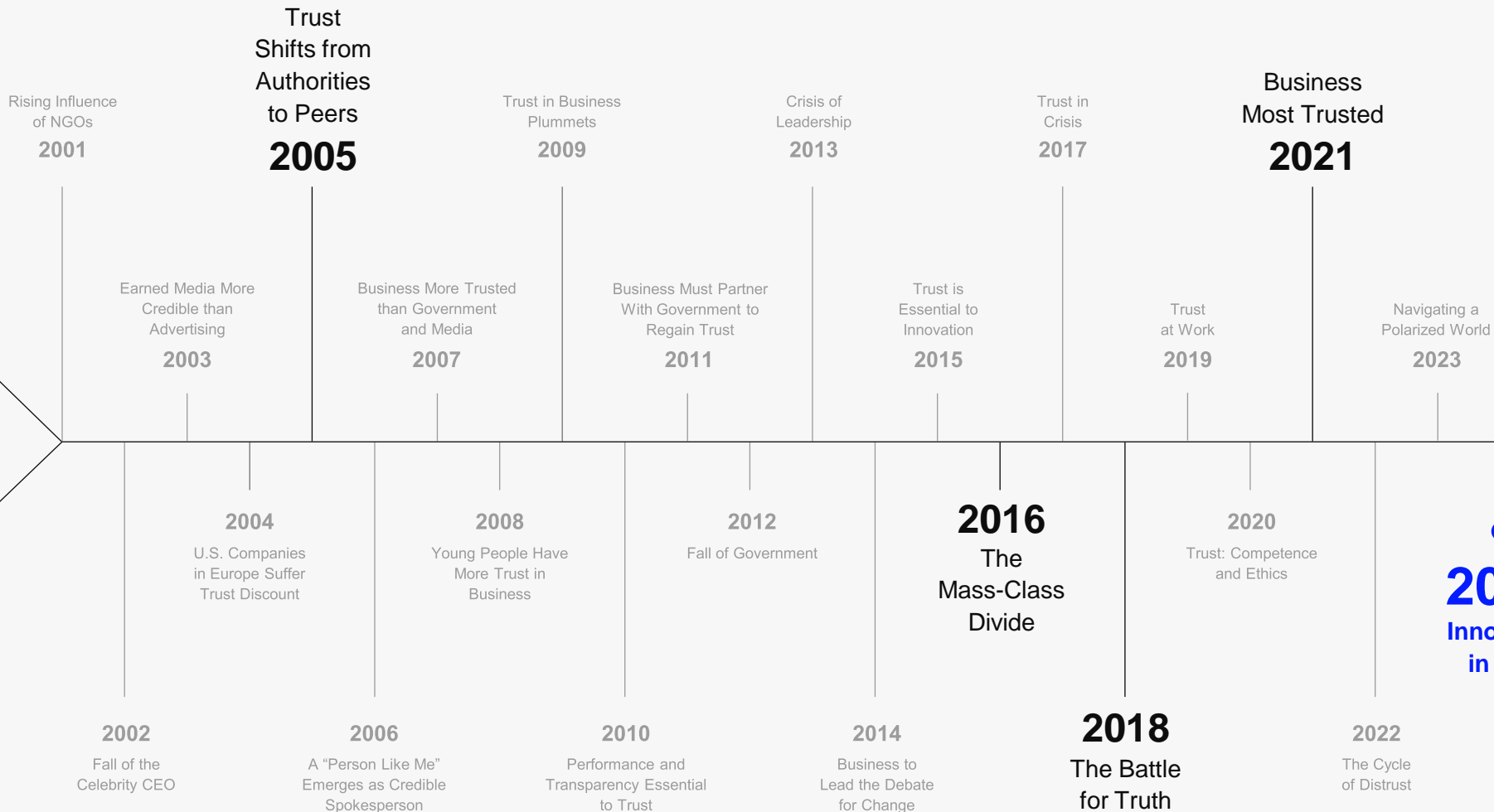
2024 Edelman Trust Barometer

Nigeria Report

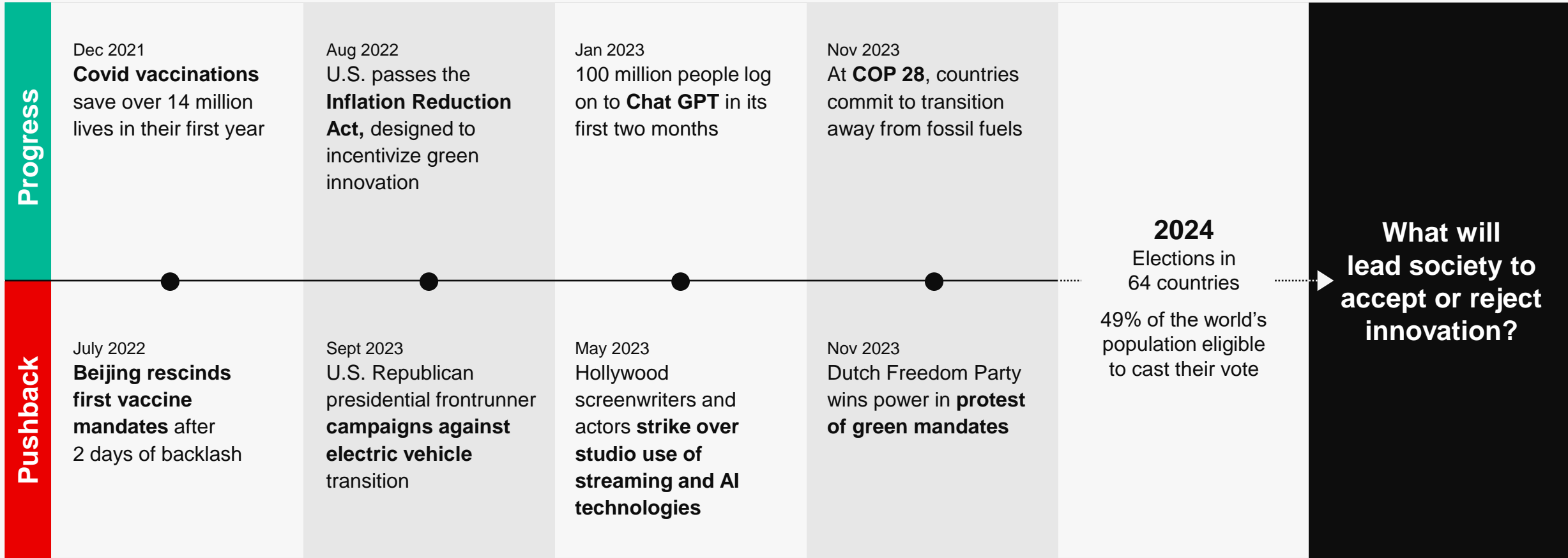


24

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](#)



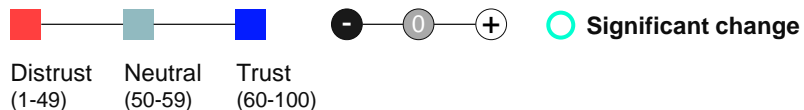
The Decline of Authority



Trust Index 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*



In Nigeria, Institutions Out of Balance: Government Seen as Far Less Competent and Ethical than Business

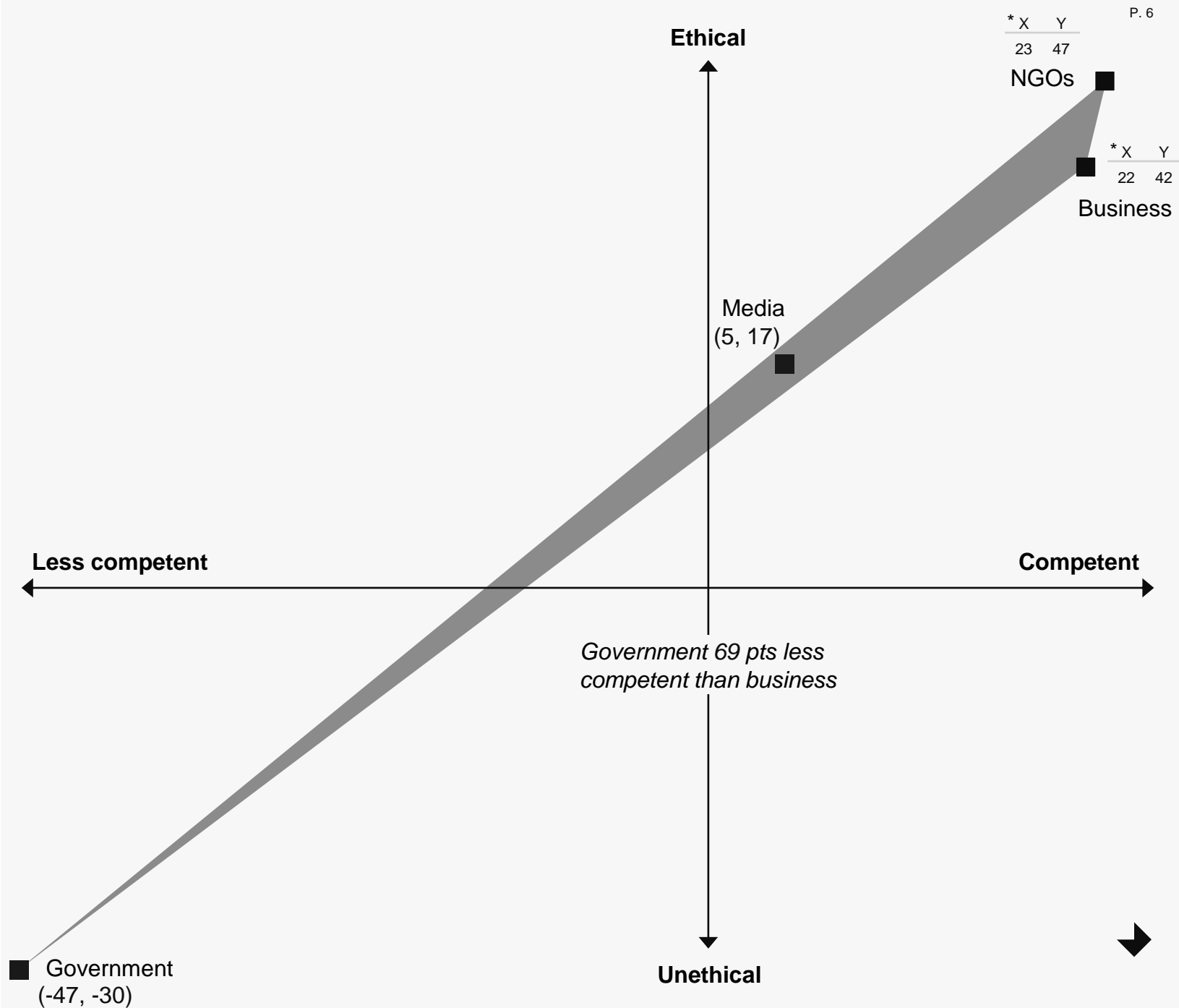
(Competence score, net ethical score)



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, Nigeria.

For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

*Coordinates provided for reference: business and NGOs points not shown to scale.



Establishment Leaders Not Trusted to Tell Us the Truth

Percent who worry, in Nigeria

● 0 ● + Significant change



Government leaders



Business leaders



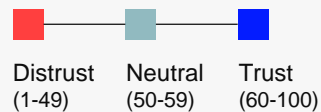
Journalists and reporters

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

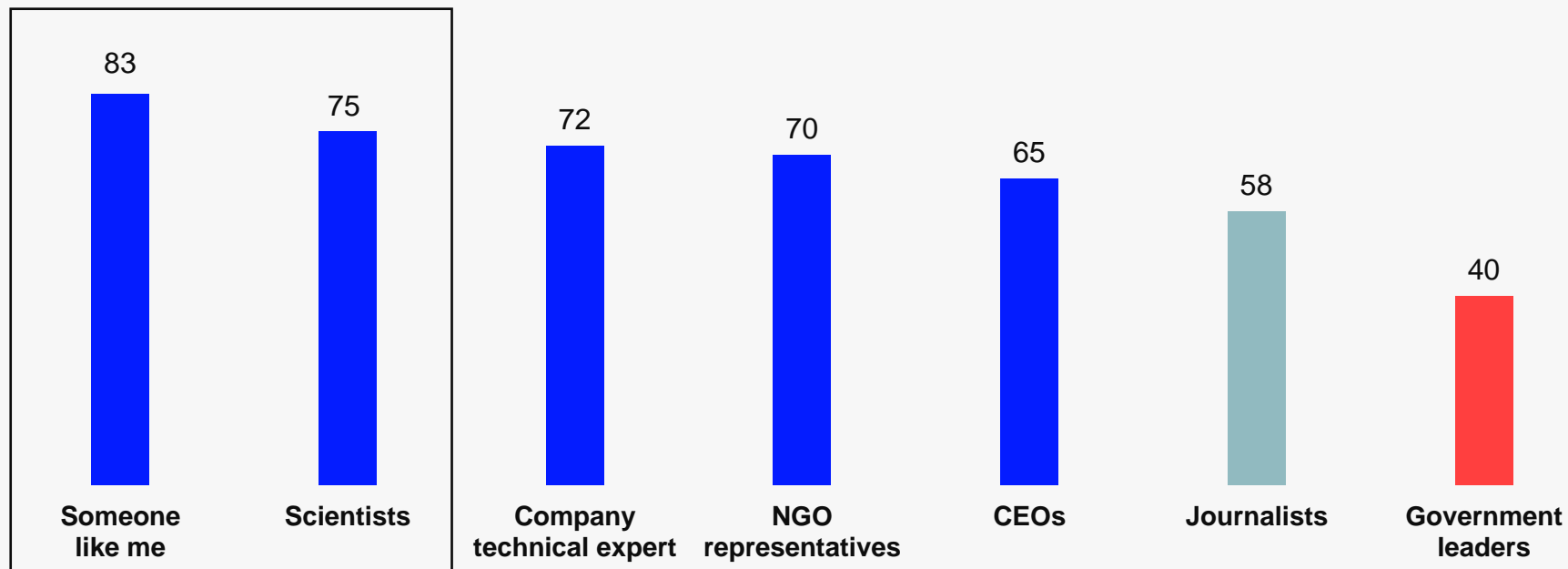


Dispersion of Authority: Peers on Par With Scientists

Percent trust, in Nigeria



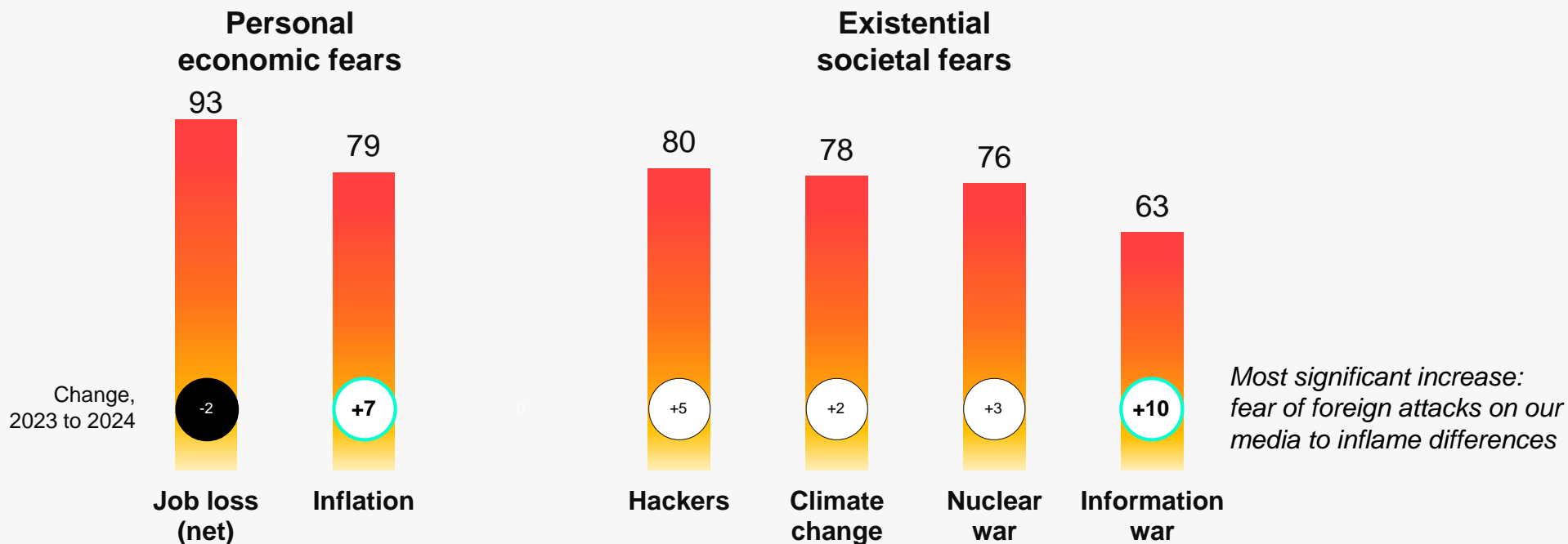
I trust each to tell me the truth about new innovations and technologies



Economic Fears Persist as Societal Concerns Rise

In Nigeria, percent who worry about...

● 0 ● + Significant change

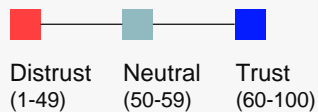


2024 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Some attributes asked of half the sample. General population, Nigeria. 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.



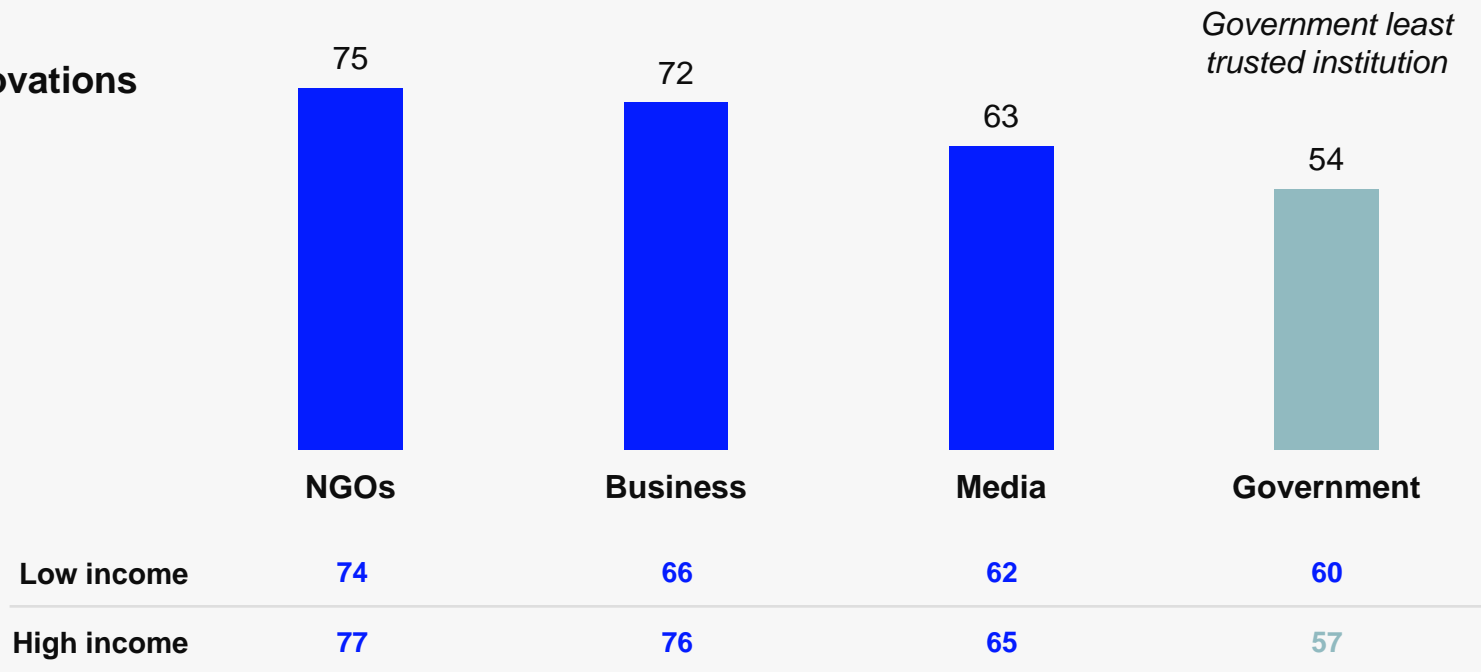
Business Most Trusted to Integrate Innovation into Society

Percent trust, in Nigeria



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

- Safe
- Understood by the public
- Beneficial
- Accessible

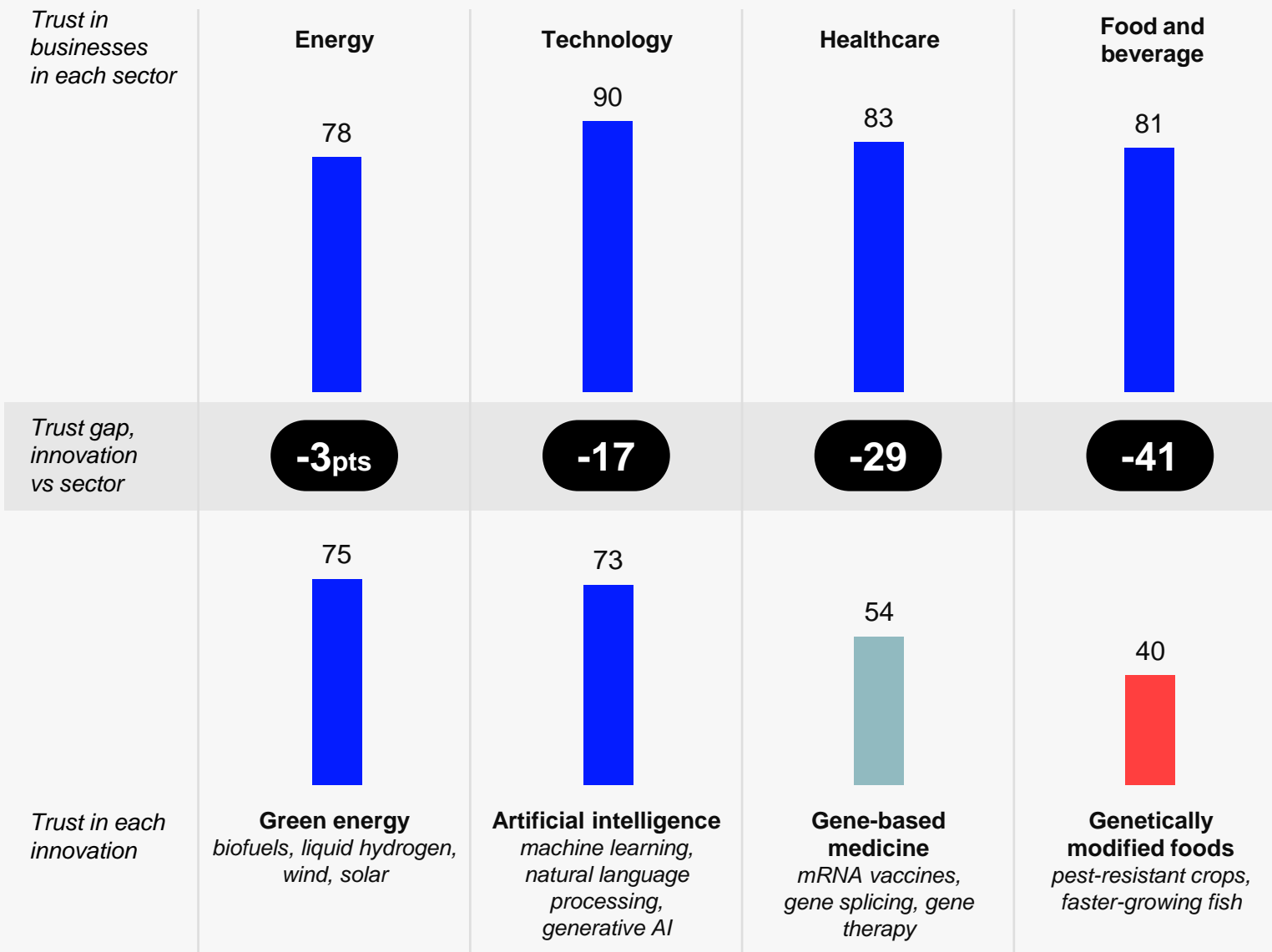
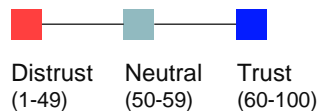


2024 Edelman Trust Barometer. TRU_INS_TCNG. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to ensuring that the introduction of new technologies and innovations into society is well-managed (e.g., they are safe, understood 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, Nigeria, and by income.



Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

Percent trust, in Nigeria



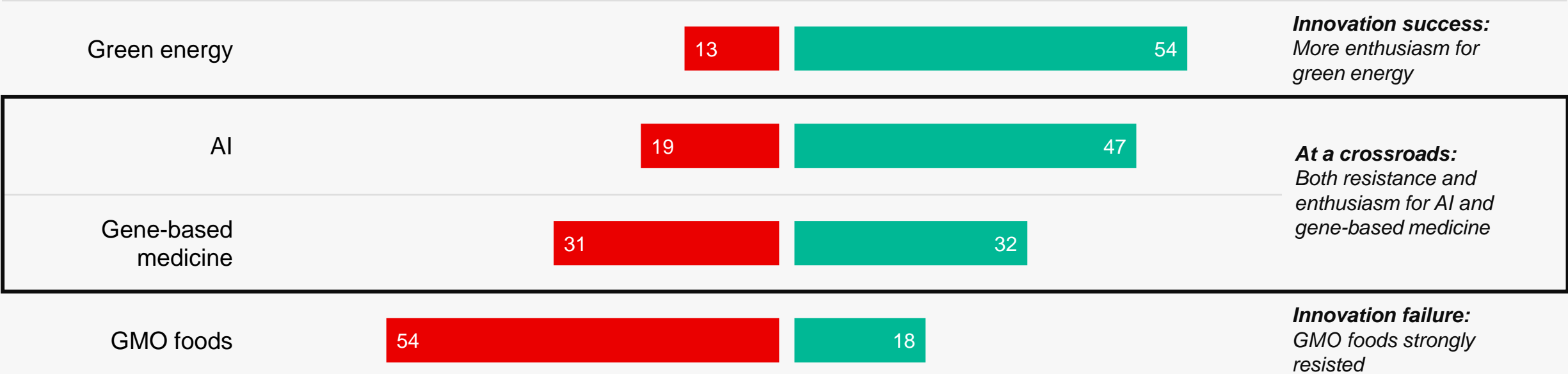
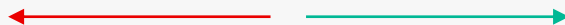
 2024 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. TEC_TRU. How much do you trust each of these technologies? 9-point scale; top 4 box, trust.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



Acceptance of Innovation at Stake

Percent who say, in Nigeria

I reject this innovation I embrace this innovation



Innovation is on the Ballot



Government Lacks Competence to Regulate Emerging Innovations

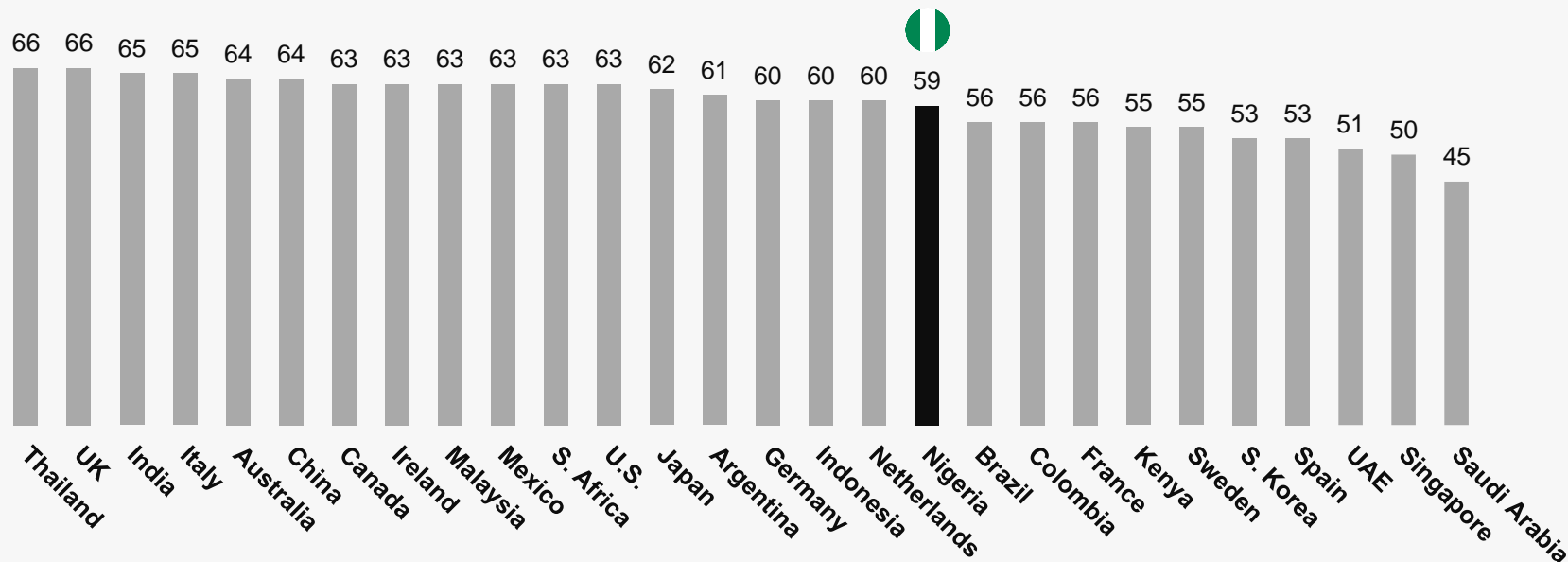
Percent who say this is true

GLOBAL 28

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

Majority in 26 of 28 countries say government not regulating well

59%



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 Nigeria

Science has become politicized in this country

48%

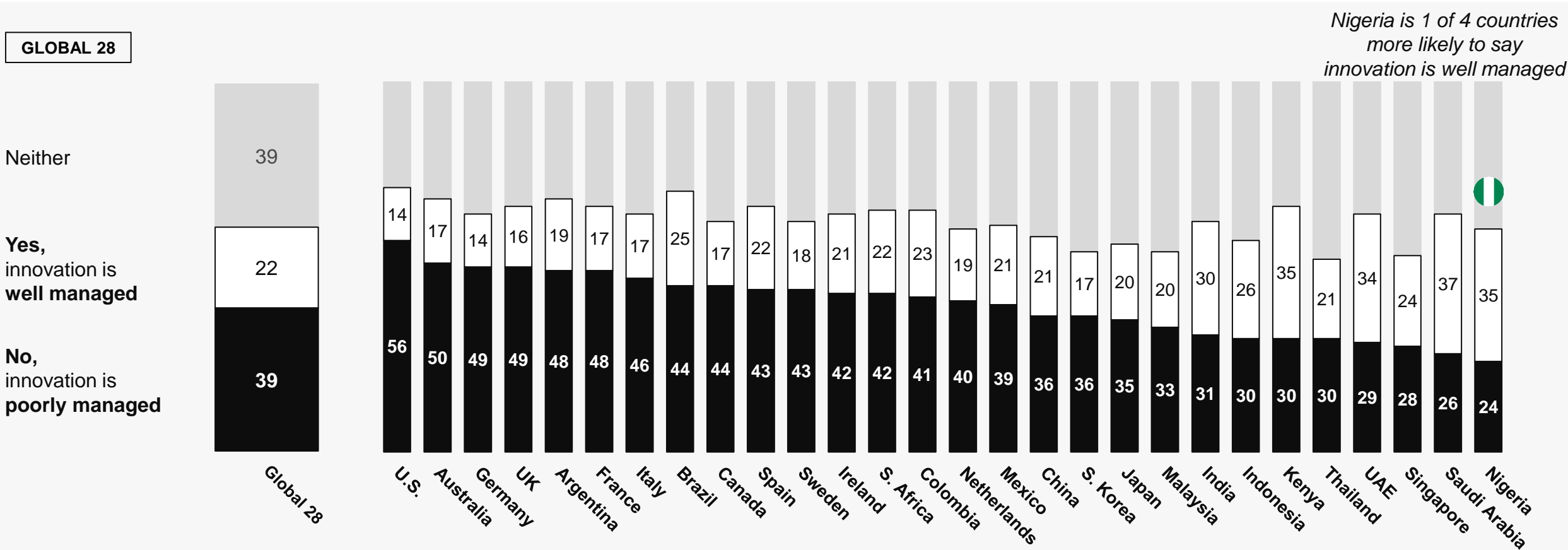
Government and organizations that fund research have too much influence on how science is done

55%



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

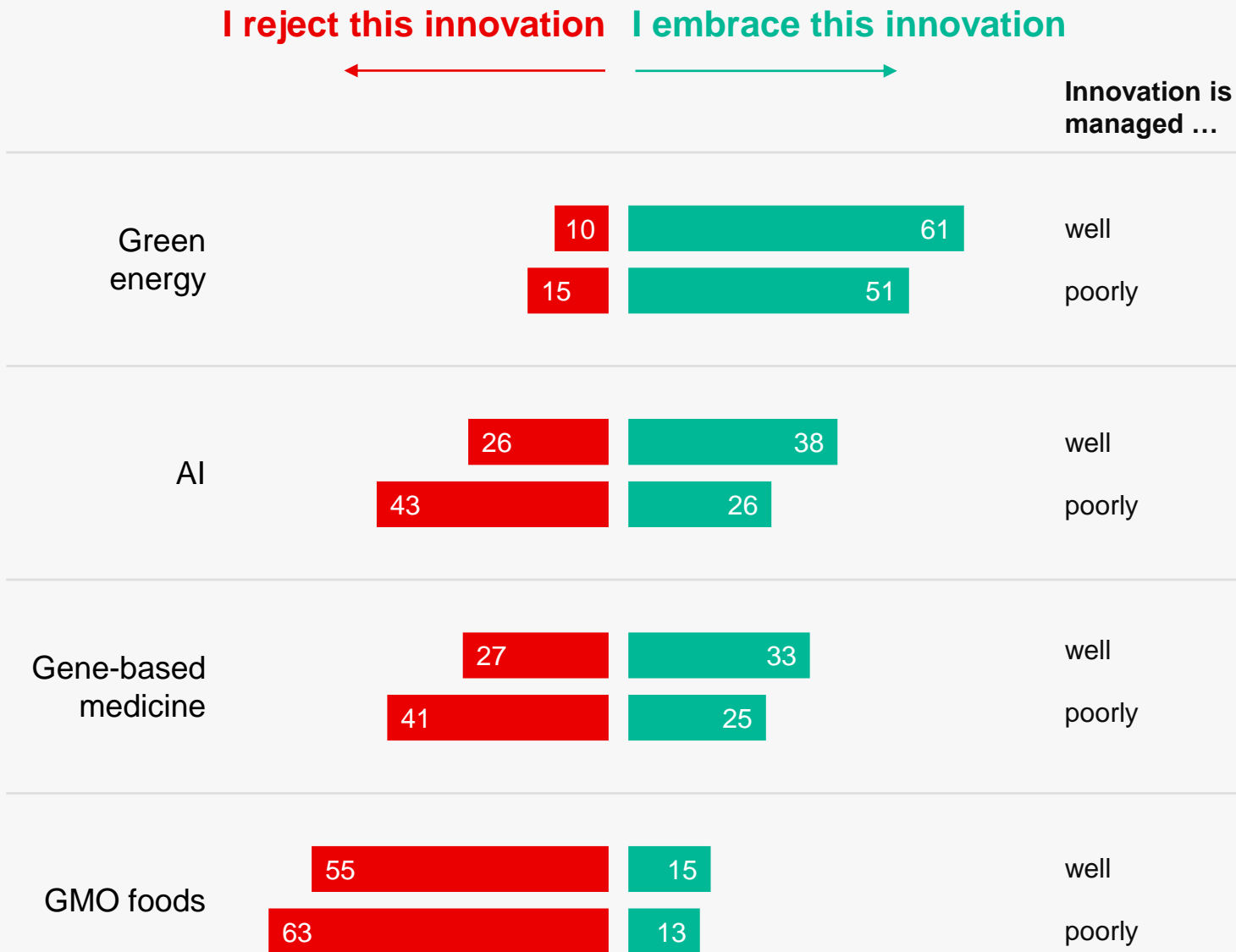
On average, percent who say



When Institutions Mismatch 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.

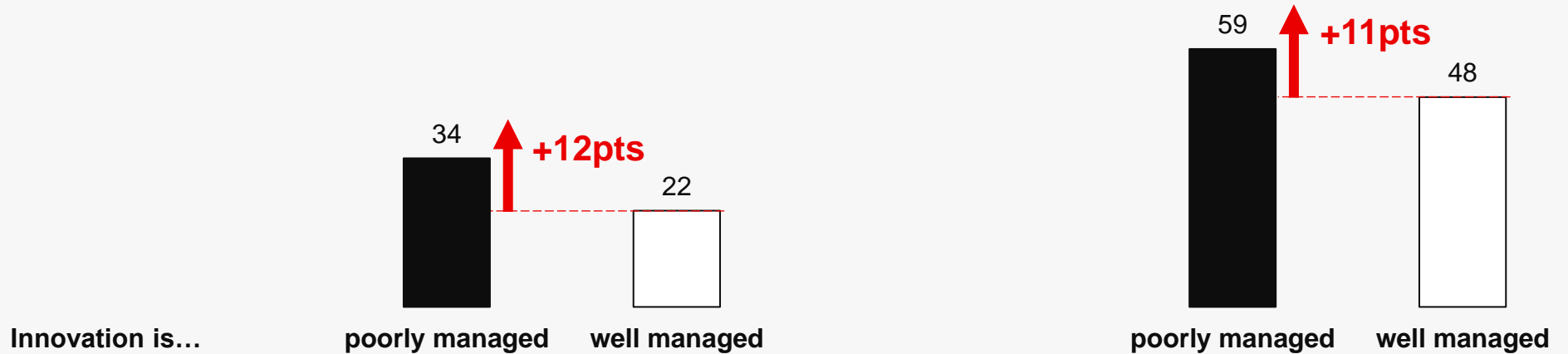


When Institutions Mismanage Innovation, We Feel Both Technology and Society Are Leaving Us Behind

Percent who say, in Nigeria

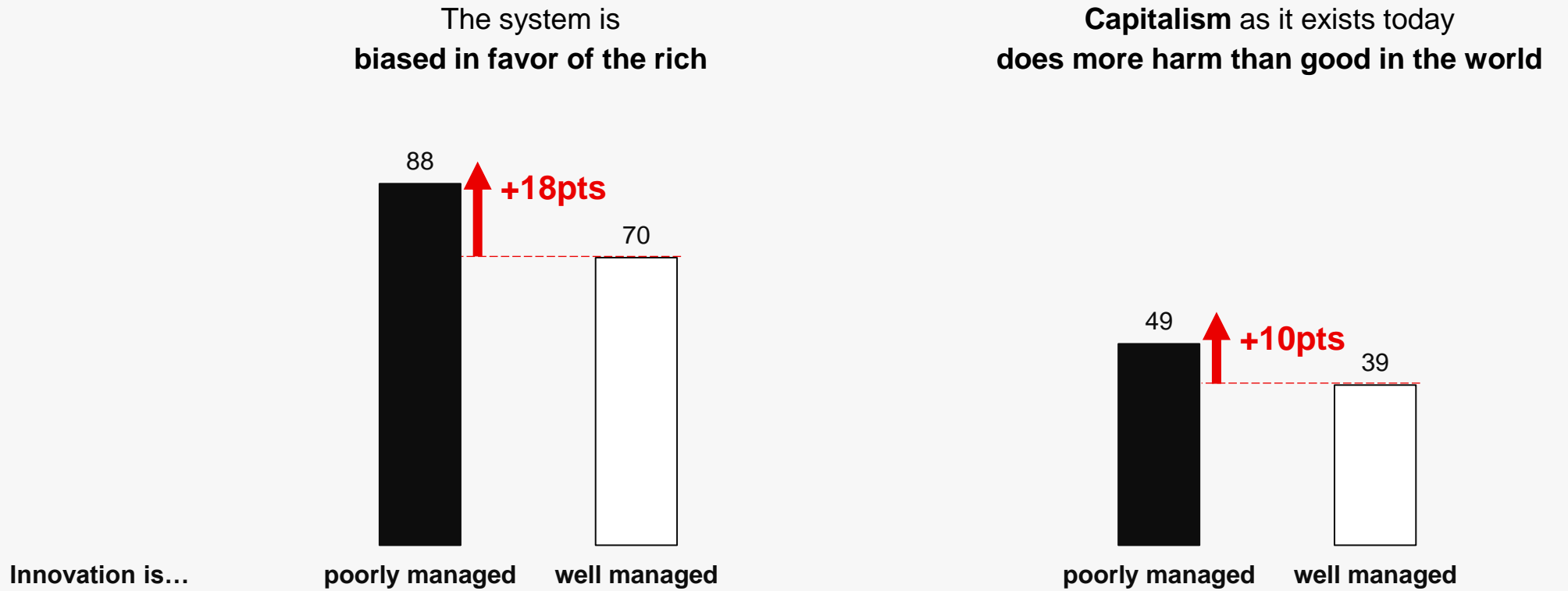
Technology is changing too quickly,
in ways that are not good for people like me

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 Nigeria



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, Nigeria, 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

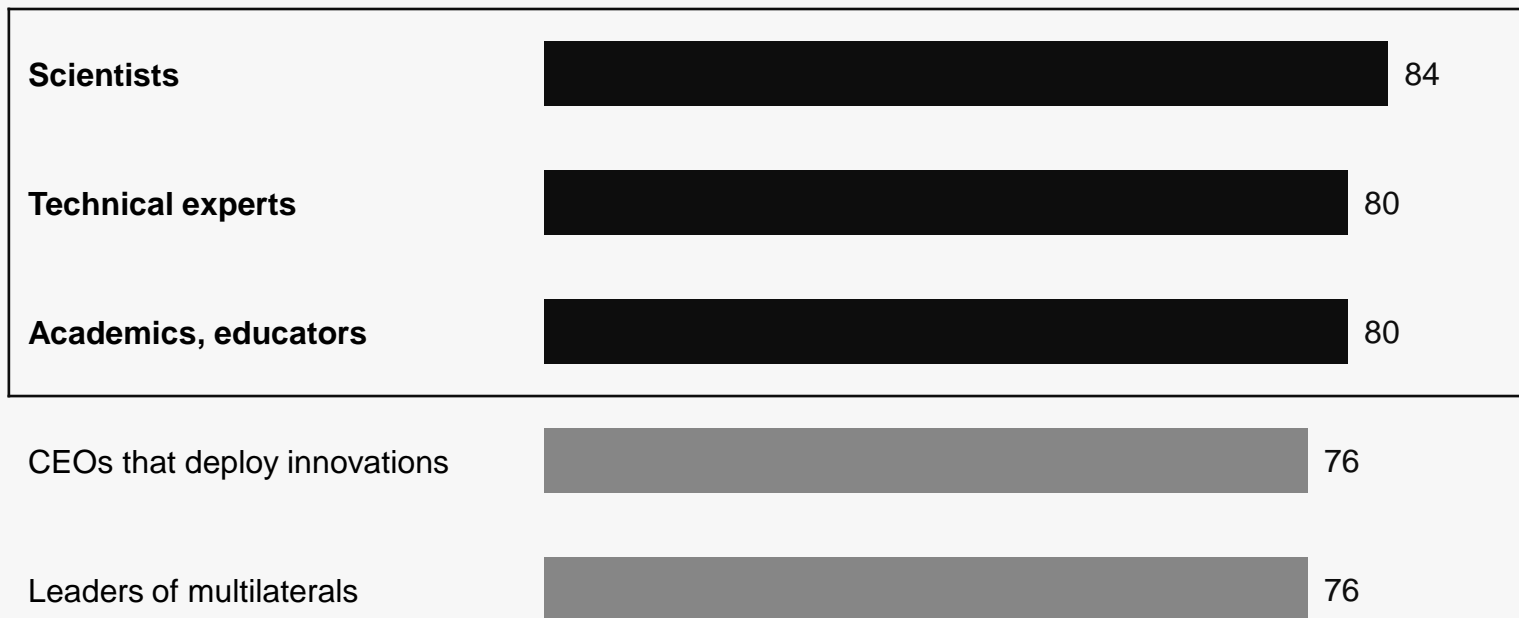


Scientists, Experts, and Academics Expected to Lead on Implementation of Innovation

Percent who say, in Nigeria

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

Showing top 5 of 11 items



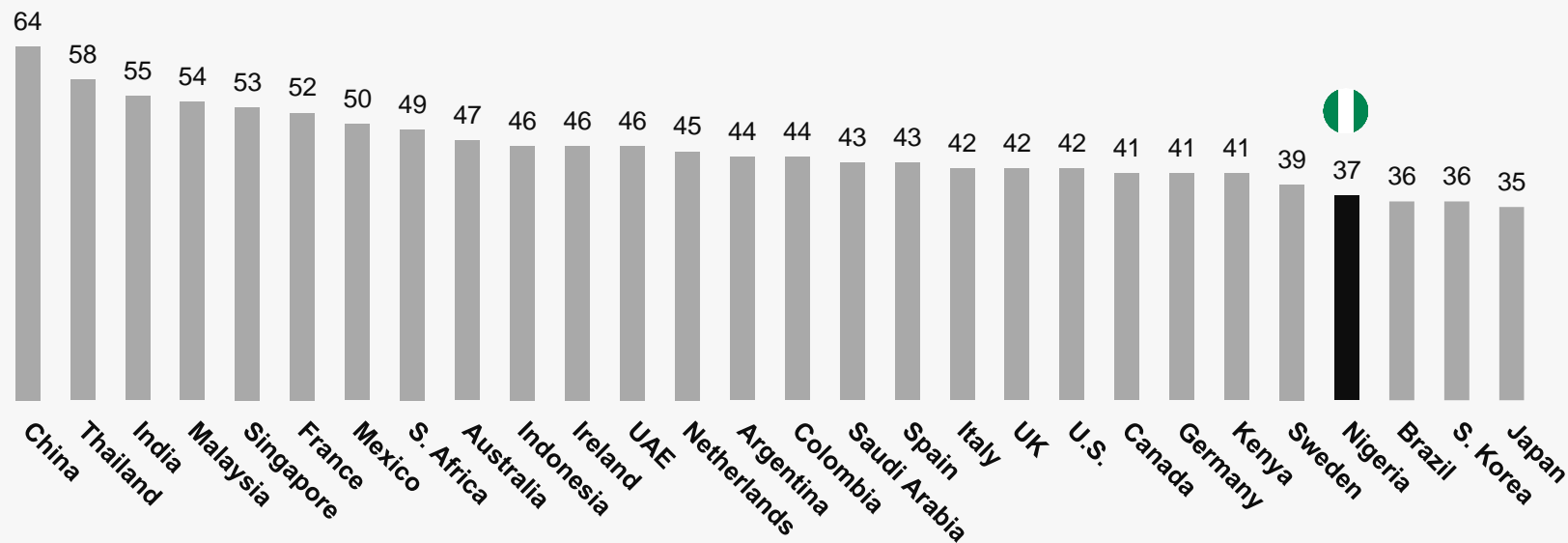
Make the Science Transparent and Accessible to the Public

Percent who agree

GLOBAL 28

Scientists do not know how to communicate with people like me

45%

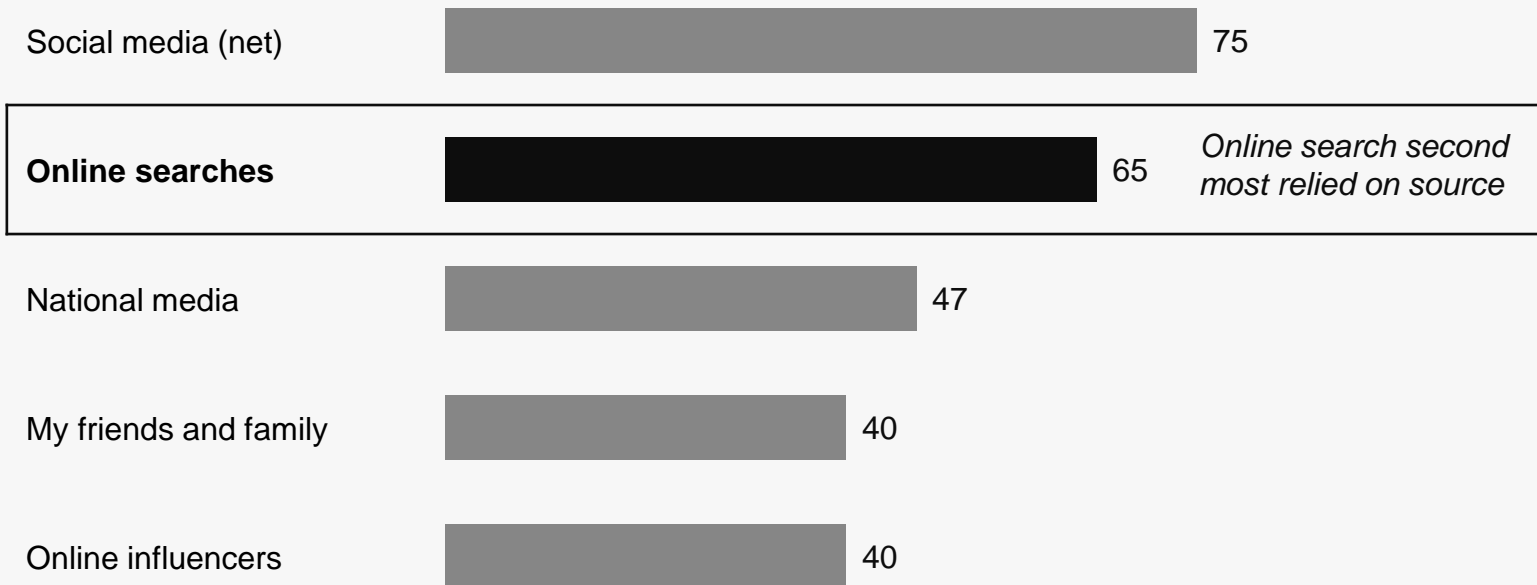


I'm Doing My Own Research: Help Me Find Information I Can Trust

Percent who say, in Nigeria

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, Protect Core Values and Maintain Competitiveness

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

Across business, NGOs, and government, protecting core values is a top-3 trust builder

| Business | % |
|--------------------------------|-----------|
| Communicate pluses and minuses | 91 |
| Keep innovations affordable | 91 |
| Protect our core values | 91 |

| NGOs | % |
|-------------------------------------|-----------|
| Protect our core values | 91 |
| Ensure our future prosperity | 90 |
| Aid the vulnerable | 90 |

| Government | % |
|-------------------------------------|-----------|
| Ensure our future prosperity | 92 |
| Protect our core values | 91 |
| Communicate pluses and minuses | 89 |

| Media | % |
|---|-----------|
| Ensure our future prosperity | 92 |
| Hear our concerns, let us ask questions | 91 |
| Assess, then inform me on innovation impact | 91 |



NIGERIA



Restoring Trust in the Promise of Innovation

InoTec

InoTec

SR-E20

SR-E20

Germany

Germany

G



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

Percent who say

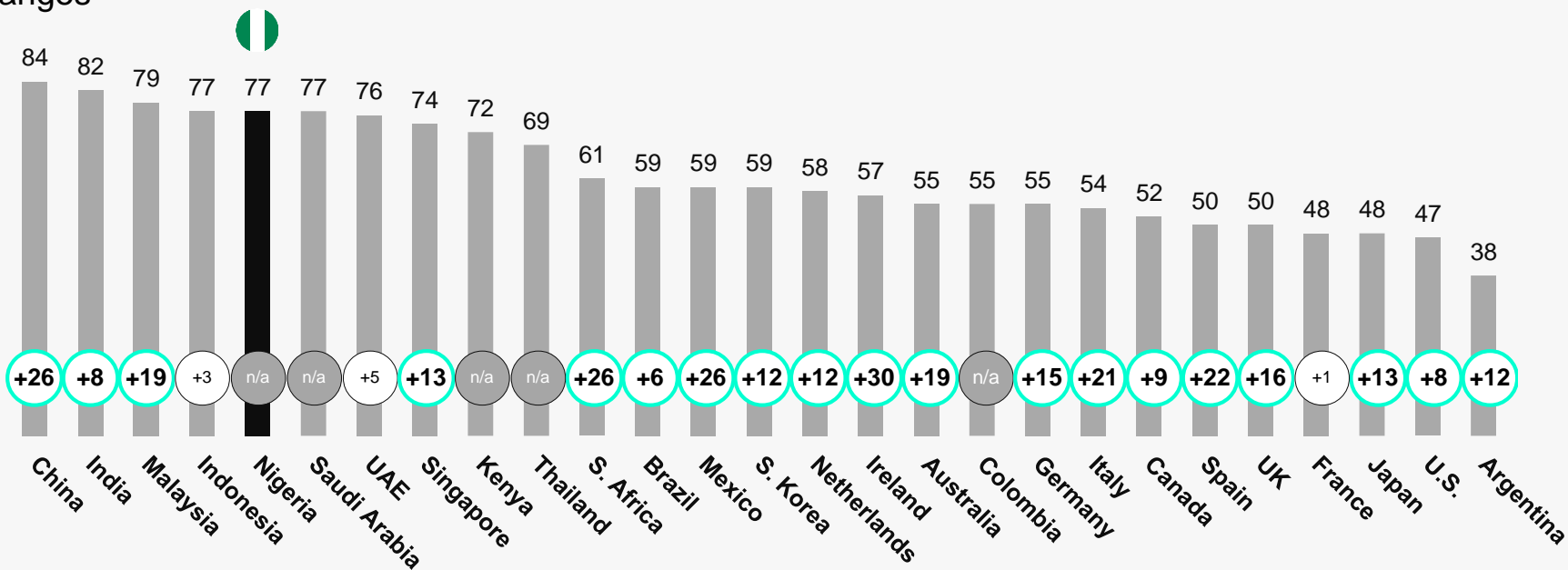
GLOBAL 22 2015 to 2024 ○ Significant change

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.



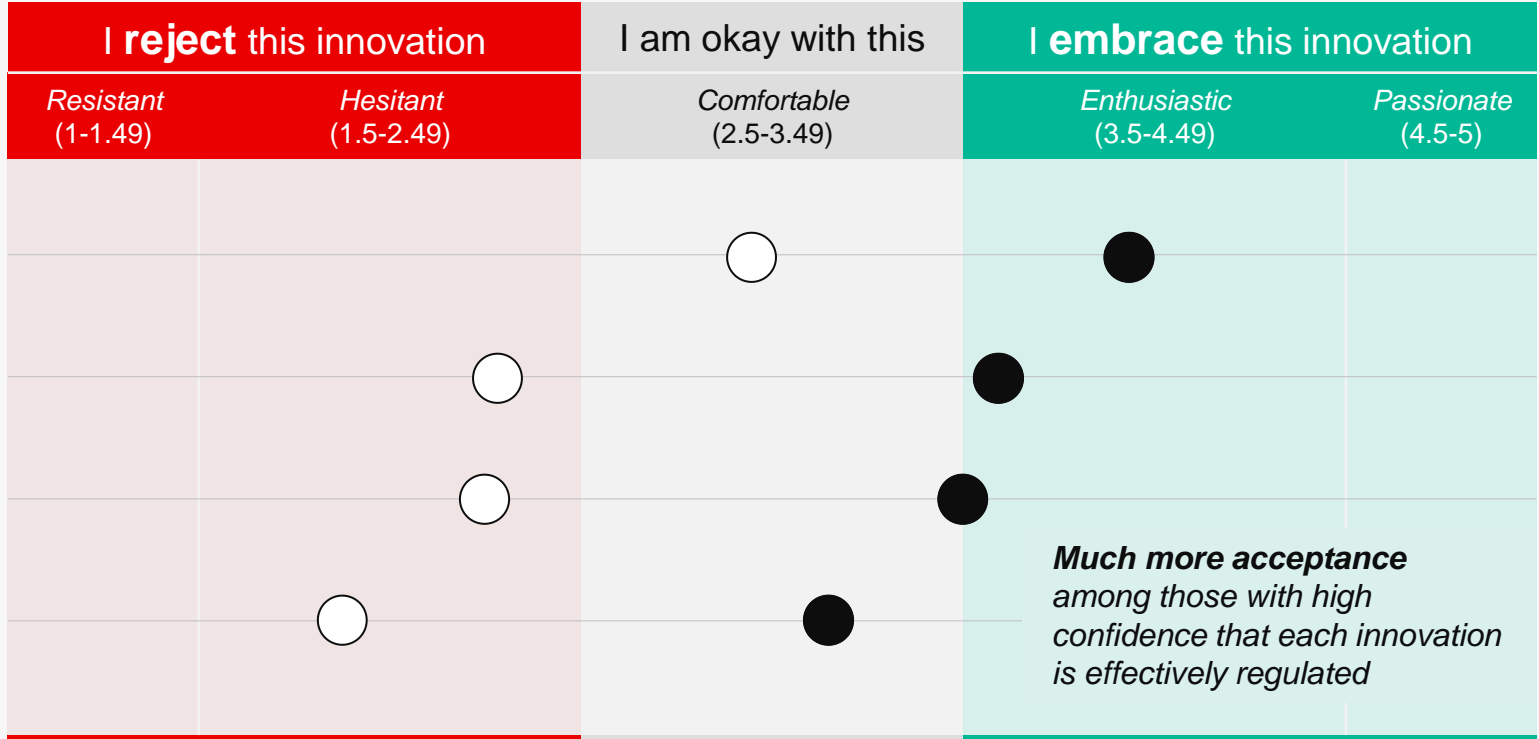
Confidence in Effective Regulation Drives Adoption

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.



CEOs: Address Impacts of Innovation in Society

Percent who say, Nigeria

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:



Show Me How Innovation Will Bring Us a Better Future

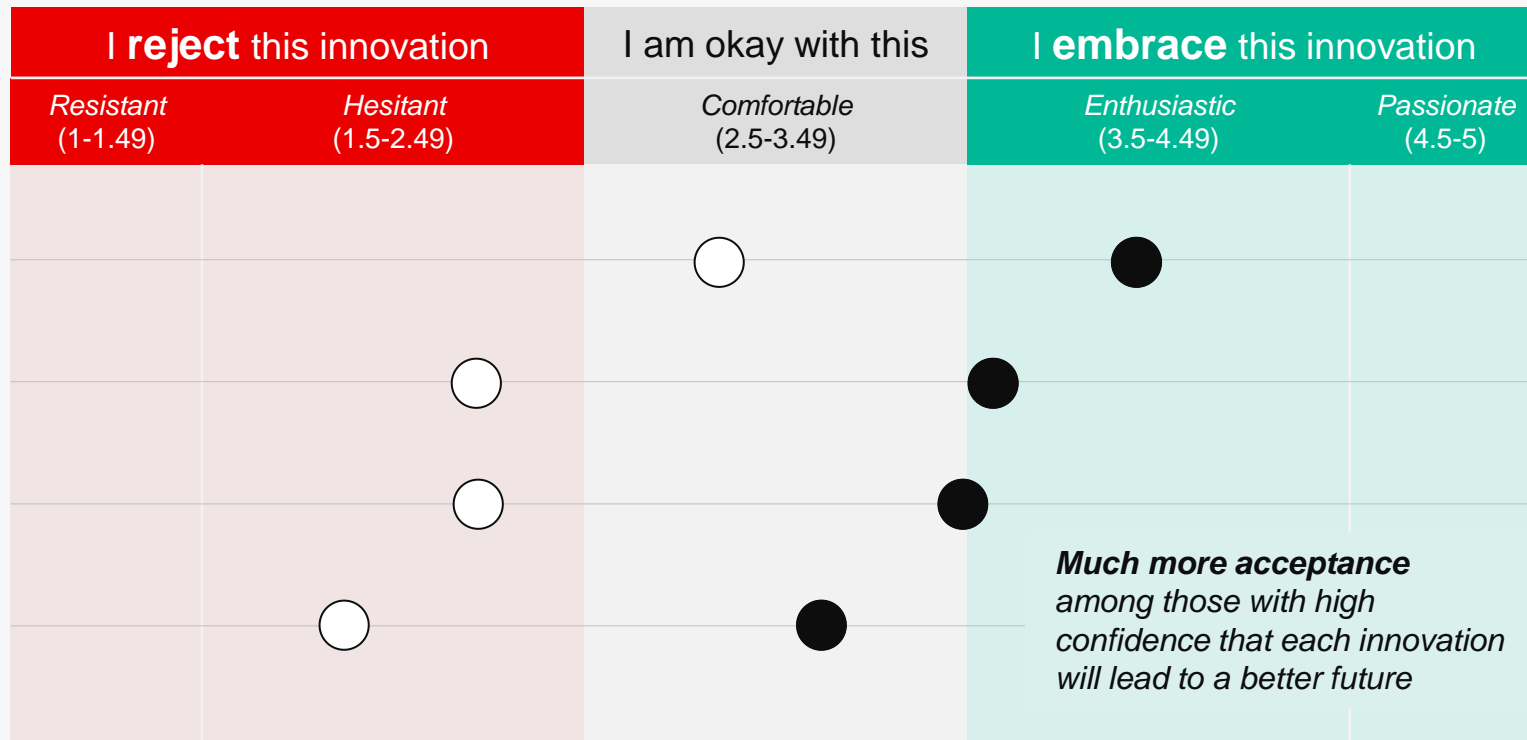
Average acceptance rating
for each innovation

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



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.



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

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