

2024 Edelman Trust Barometer

Supplemental Report:
Insights for the
Financial Services Sector



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

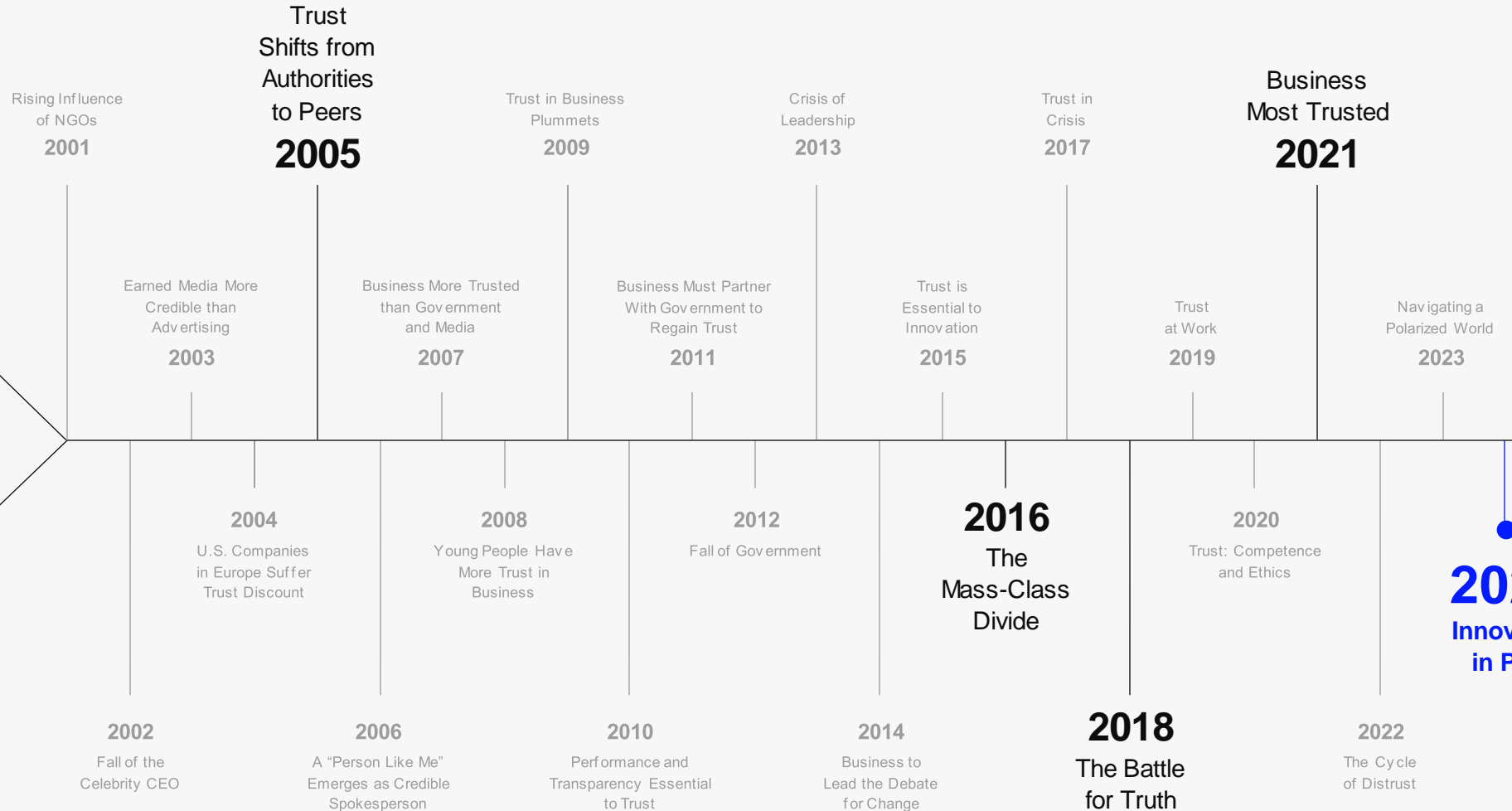
Throughout the report, question text has been edited for readability.

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



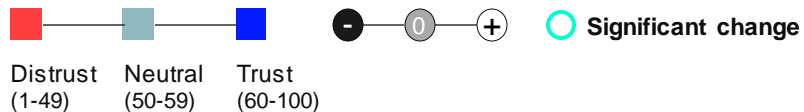
The Decline of Authority



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
47	Germany
46	Spain
44	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	-2
U.S.	-2

*UK now among
least-trusting countries*



Establishment Leaders Not Trusted to Tell Us the Truth

Percent who worry

GLOBAL 28  Significant change



Government leaders



Business leaders



Journalists and reporters

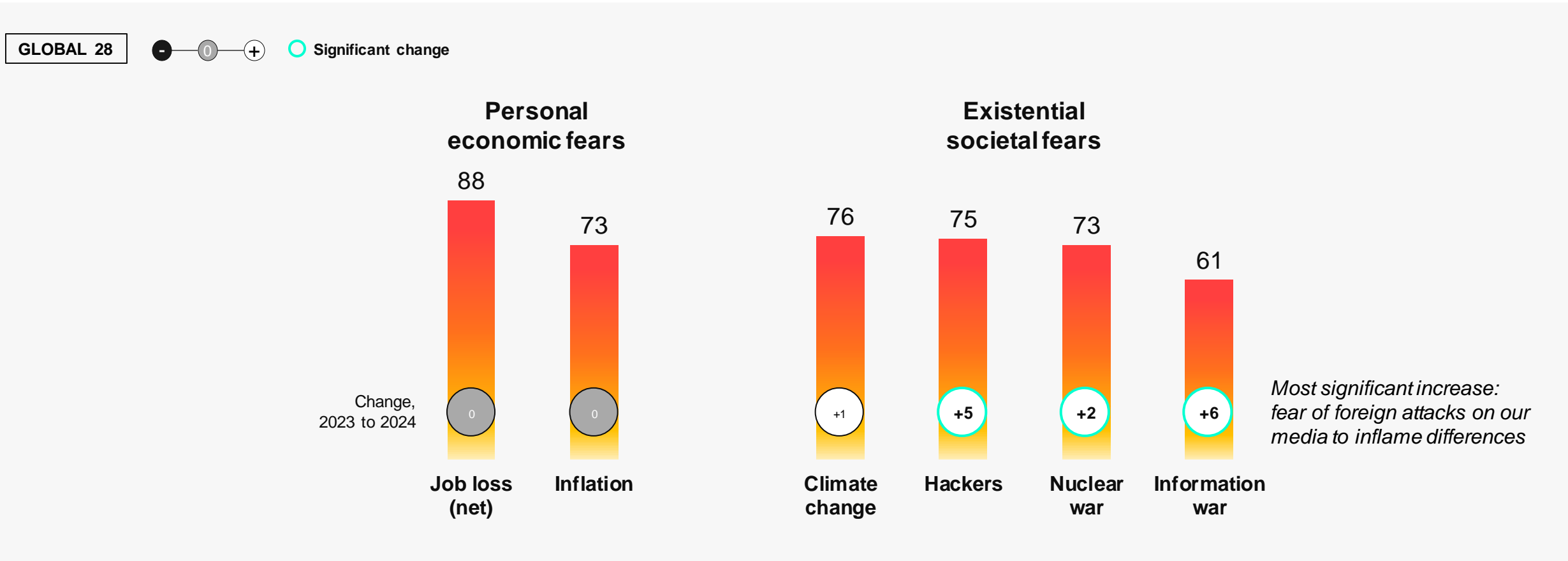
are **purposely trying to mislead people** by saying things they know are false or gross exaggerations

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. General population, 28-mkt avg. Attributes asked of half the sample. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Economic Fears Persist as Societal Concerns Rise

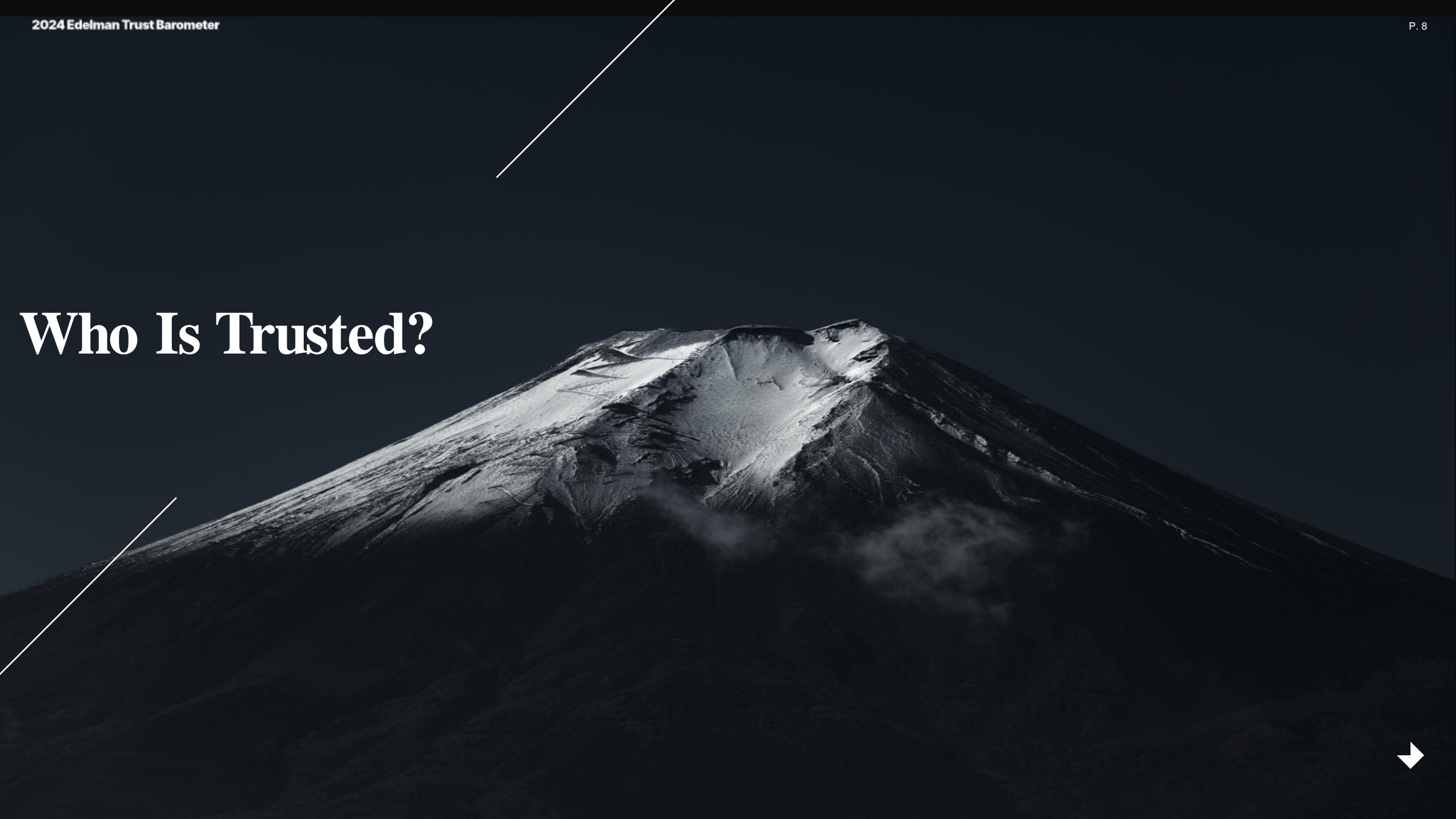
Percent who worry about...



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, 28-mkt avg. 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.



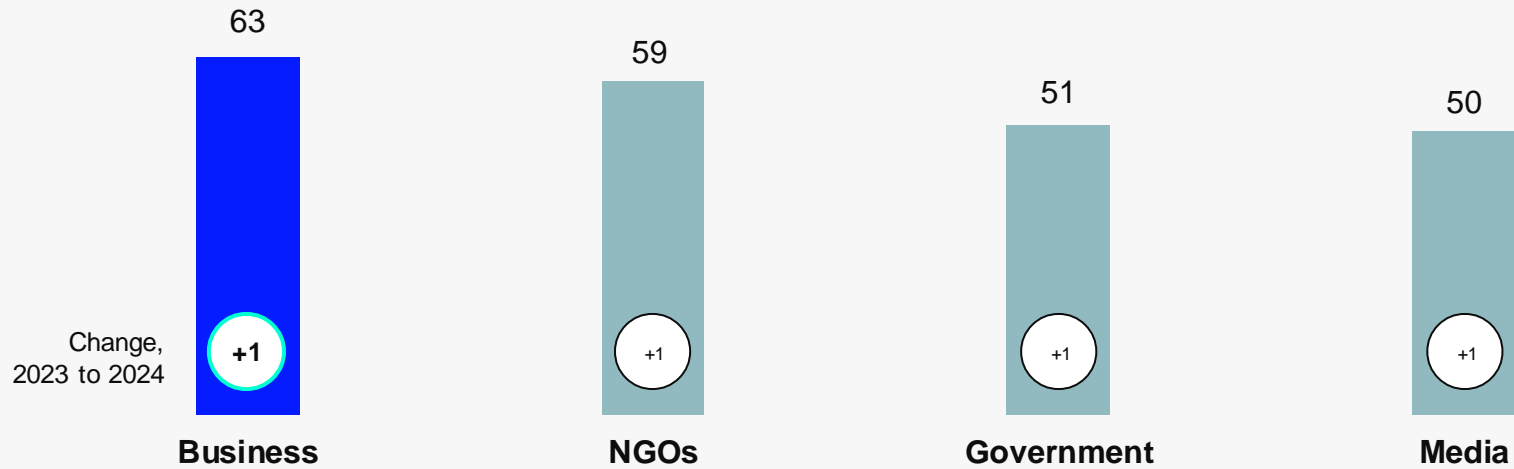
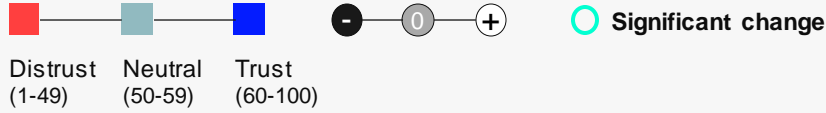
Who Is Trusted?



Business Remains Only Trusted Institution

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.

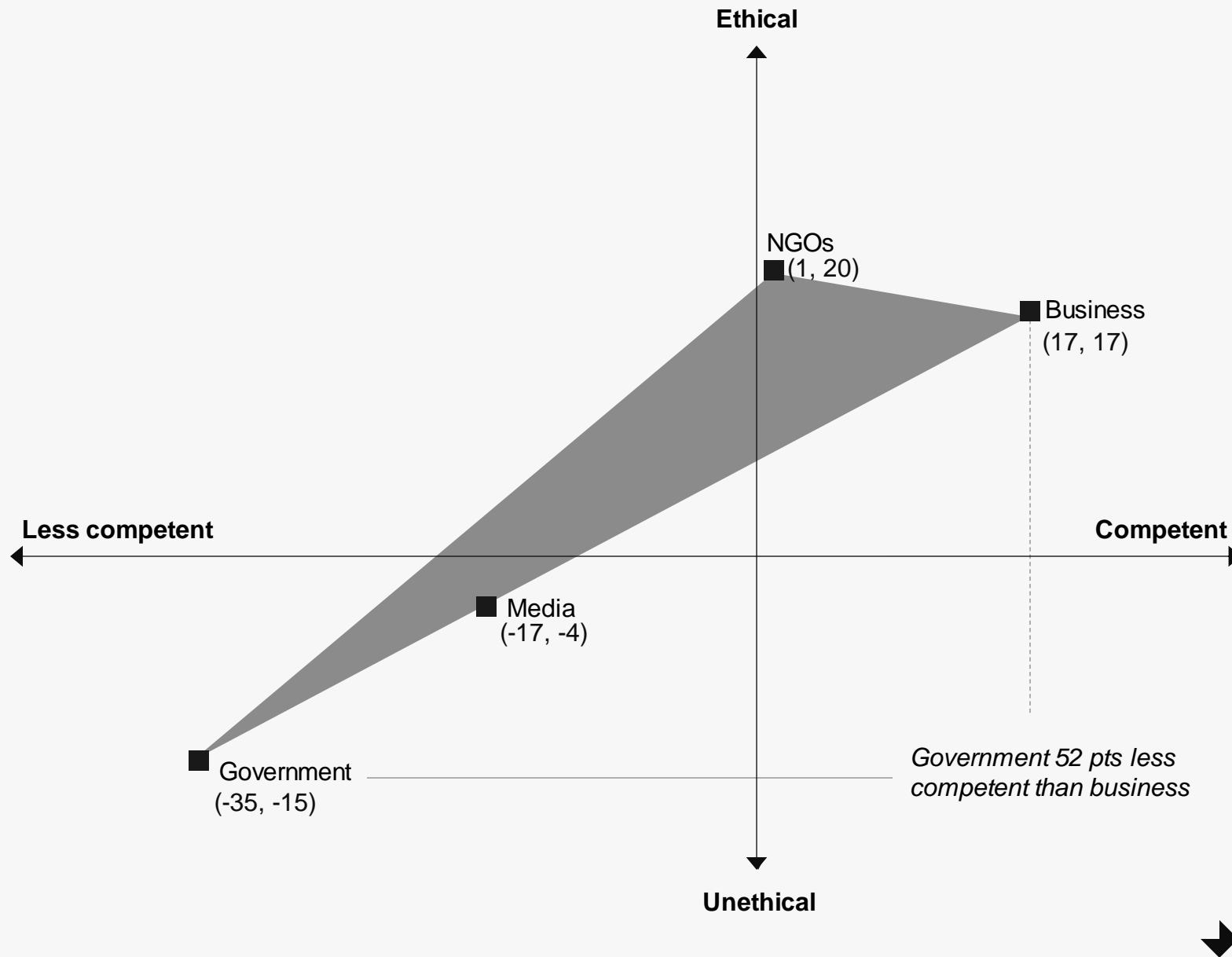
Due to a translation inconsistency in France, the 2023 Trust Index has been imputed using a model. For more details, please see the Technical Appendix.



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

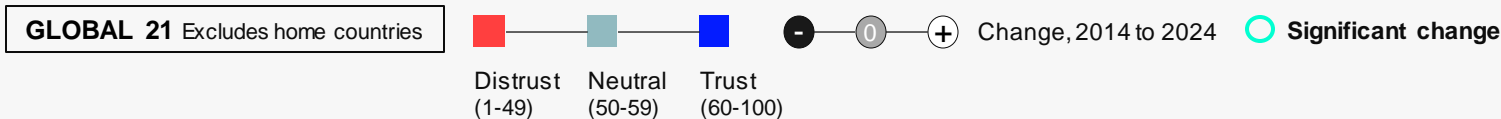


2024 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU_3D_[INS]/1. Media and NGOs were only asked of half the sample. General population, 25-mkt avg. Data not collected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

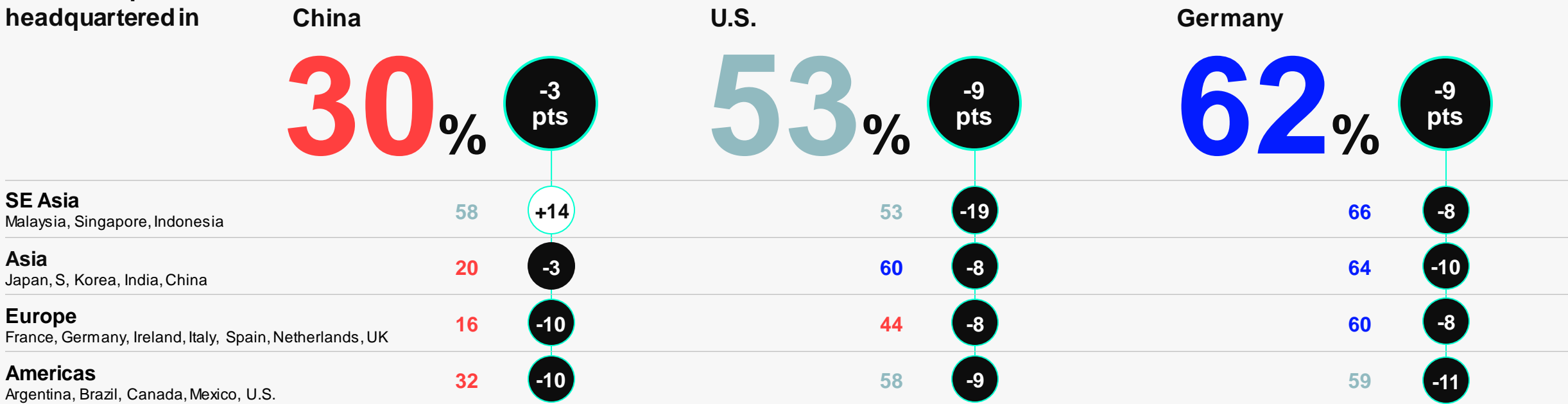


10-Year Shift: Less Trust for Companies Headquartered in Global Powers

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



I trust companies headquartered in



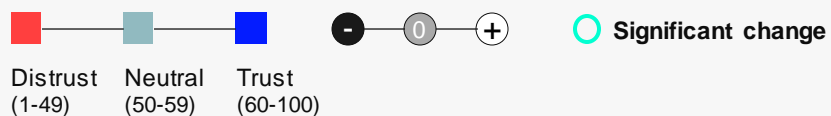
2024 Edelman Trust Barometer. TRU_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right: 9-point scale; top 4 box, trust. Question asked of half the sample. 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.



Business Trusted in 15 of 28 Countries

Percent trust in business

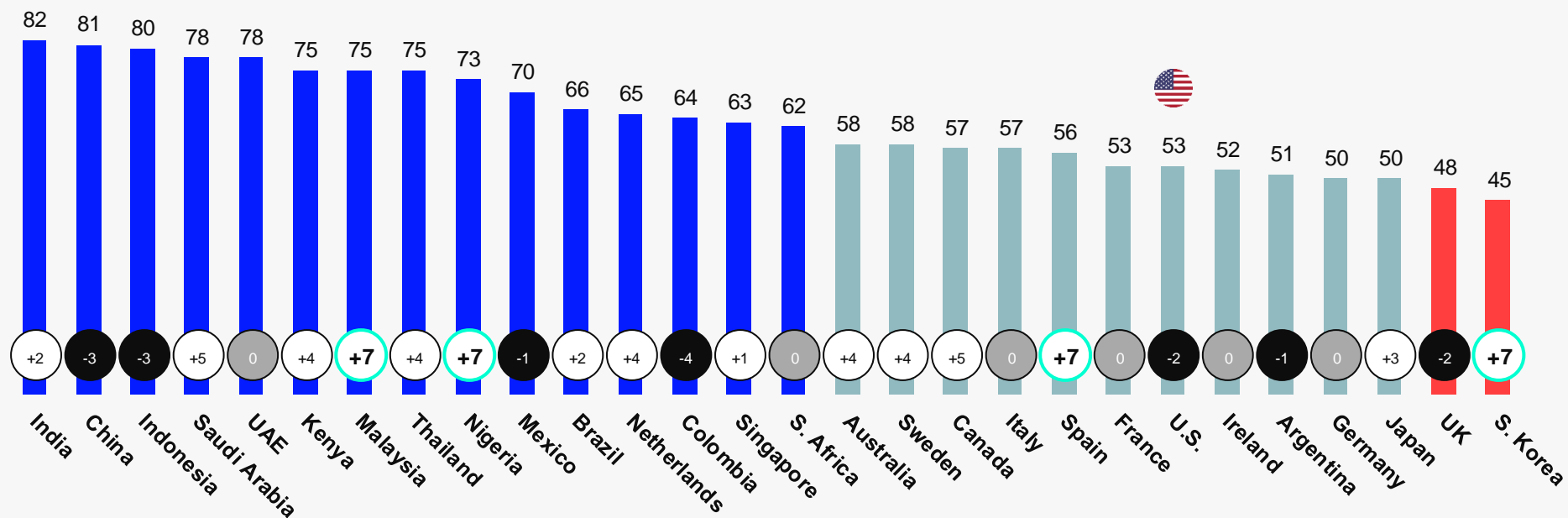
GLOBAL 28



63

+1 pt

Change, 2023 to 2024

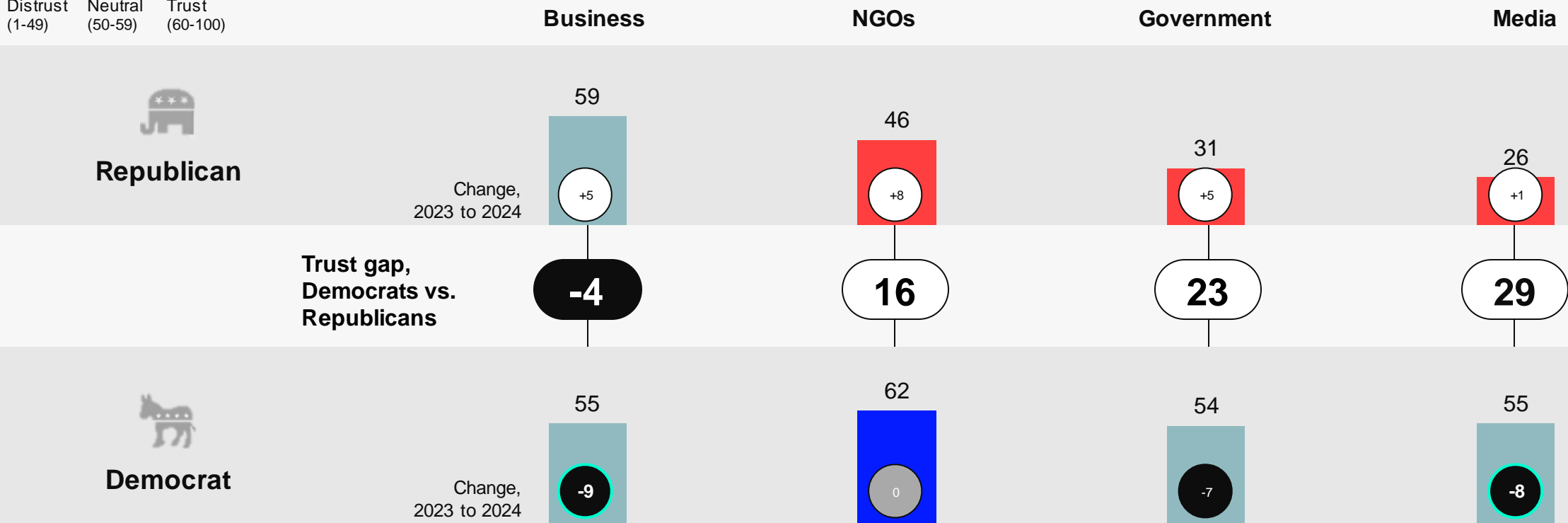
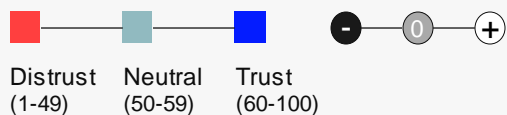


2024 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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



Partisan Divide: Republicans Far Less Trusting; Trust in Media and Government Declines Among Democrats

Percent trust, in the U.S.



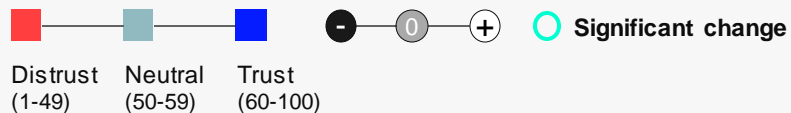
2024 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, U.S., by political affiliation. Year-over-year changes were tested for significance using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



Trust in People

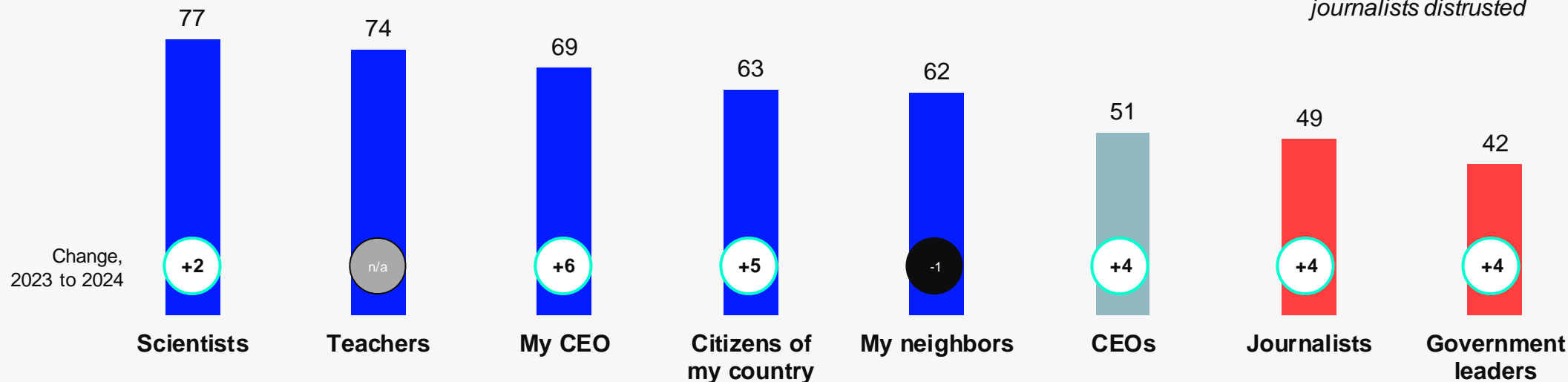
Percent trust to do what is right

GLOBAL 25 excl China, Singapore, Sweden



Greatest trust increase for employer CEOs

Government leaders and journalists distrusted



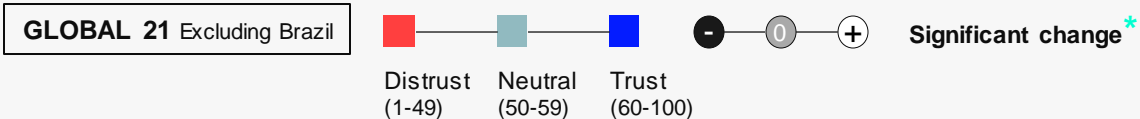
2024 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Attributes asked of half the sample. General population, 25-mkt avg. "My CEO" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In Sweden, the Swedish translation for "Government leaders" was updated in 2024. In China and Singapore, the Chinese translation for "Journalists" was updated in 2024. These language changes mean the 2024 data cannot be compared to data from previous years and have 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.

In Brazil, the translation for "Search engines" was updated in 2024. This language change meant the 2024 data cannot be 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.



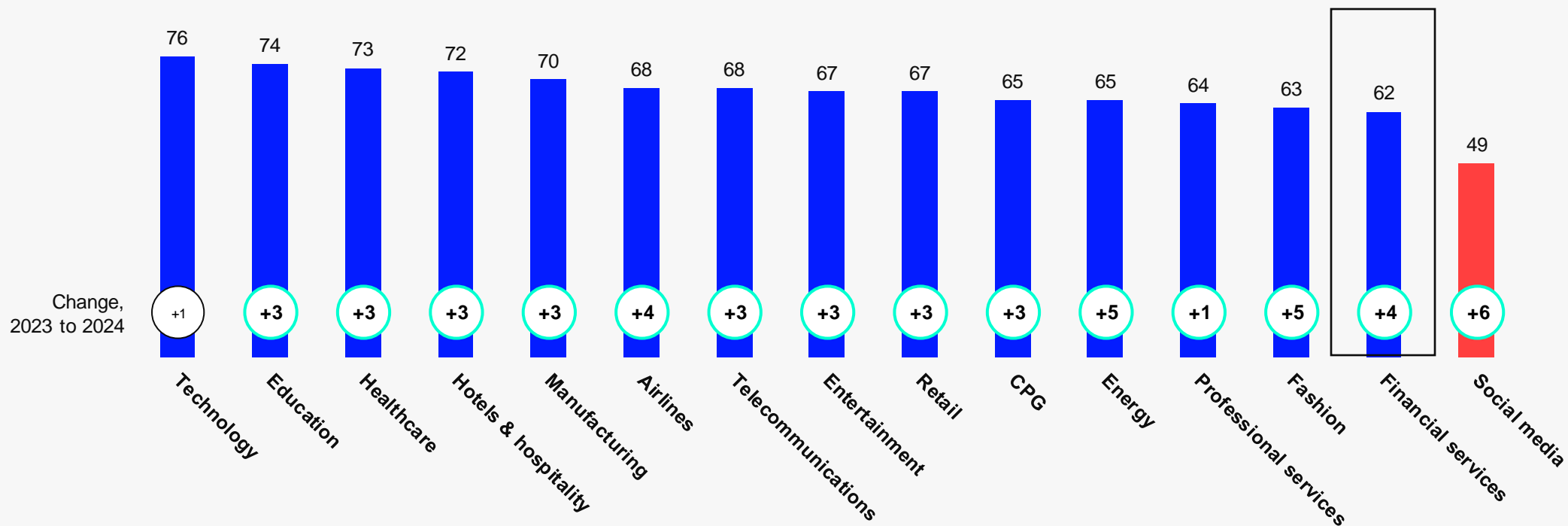
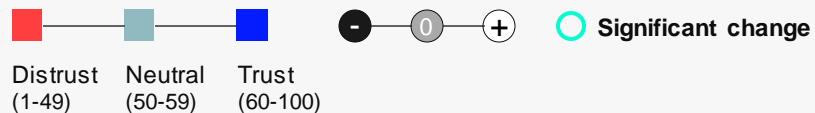
Trust in Financial Services



Financial Services Sector Now Trusted

Percent trust in businesses in the following industries to do what is right

GLOBAL 28

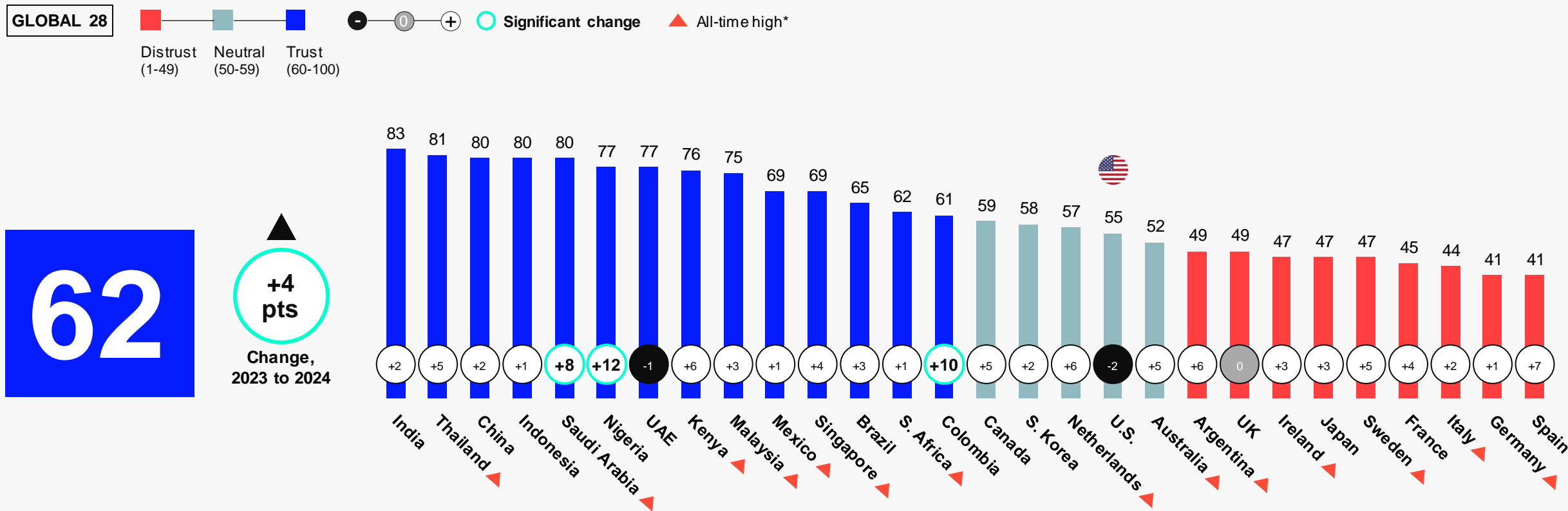


2024 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Trust in Financial Services at an All-Time High in 14 of 27 Countries

Percent trust in companies within the financial services sector

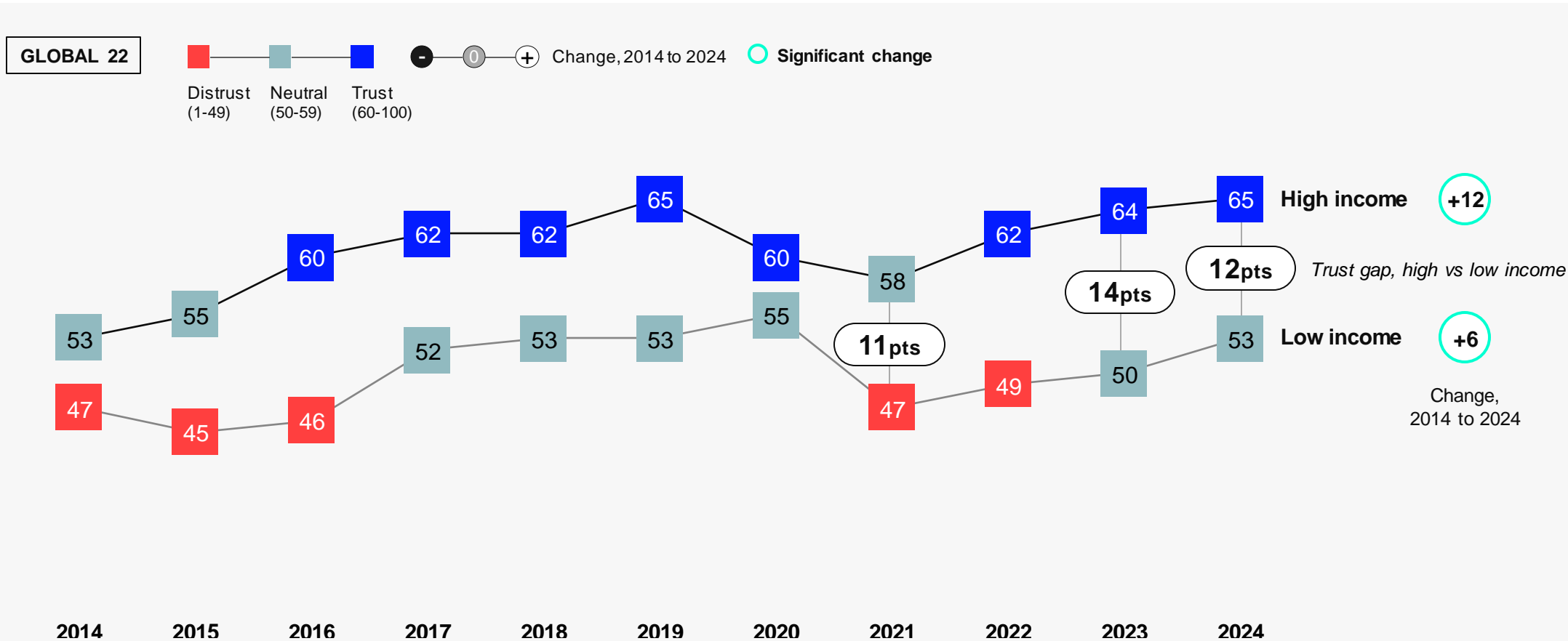


2024 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. In Malaysia, the Malay translation of the question text in 2023 used a term meaning "believe" rather than "trust." The 2024 translation of the term has been adjusted to better reflect the English meaning but is otherwise comparable year-to-year. *Note: all-time highs are calculated for countries which have at least 5 years of historical data. Nigeria does not fit that criteria, so it was excluded from the all-time high analysis.



10-Year Trend: Trust in Financial Services Sector Grows 2x as Fast Among High Income

Percent trust in companies within the financial services sector

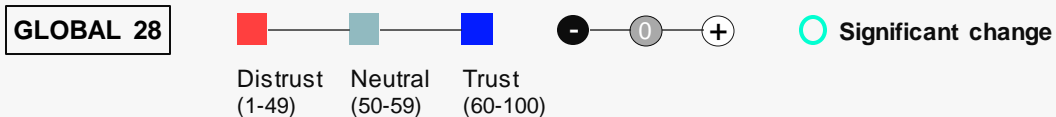


2024 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 22-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



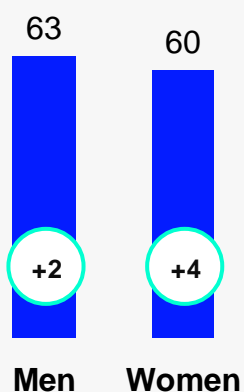
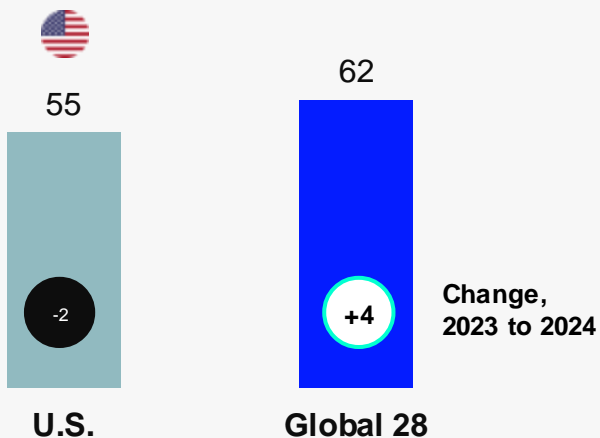
Financial Services Trust Divide: Age 55+ and Low Income Least Trusting

Percent trust in companies within the financial services sector

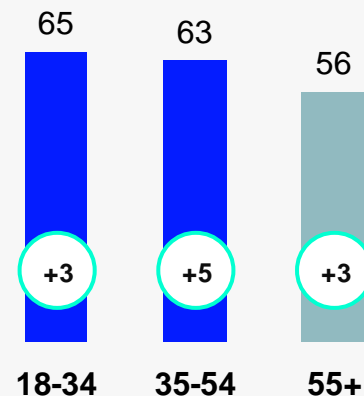


I trust financial services companies

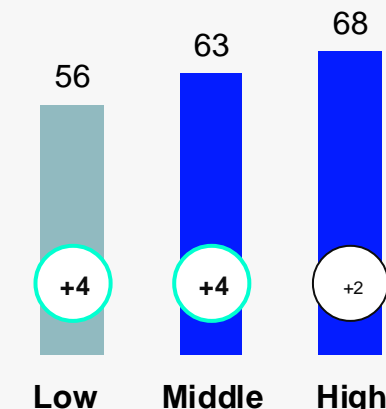
Gender | Age | Income



Age 18-34 9 pts more trusting than age 55+

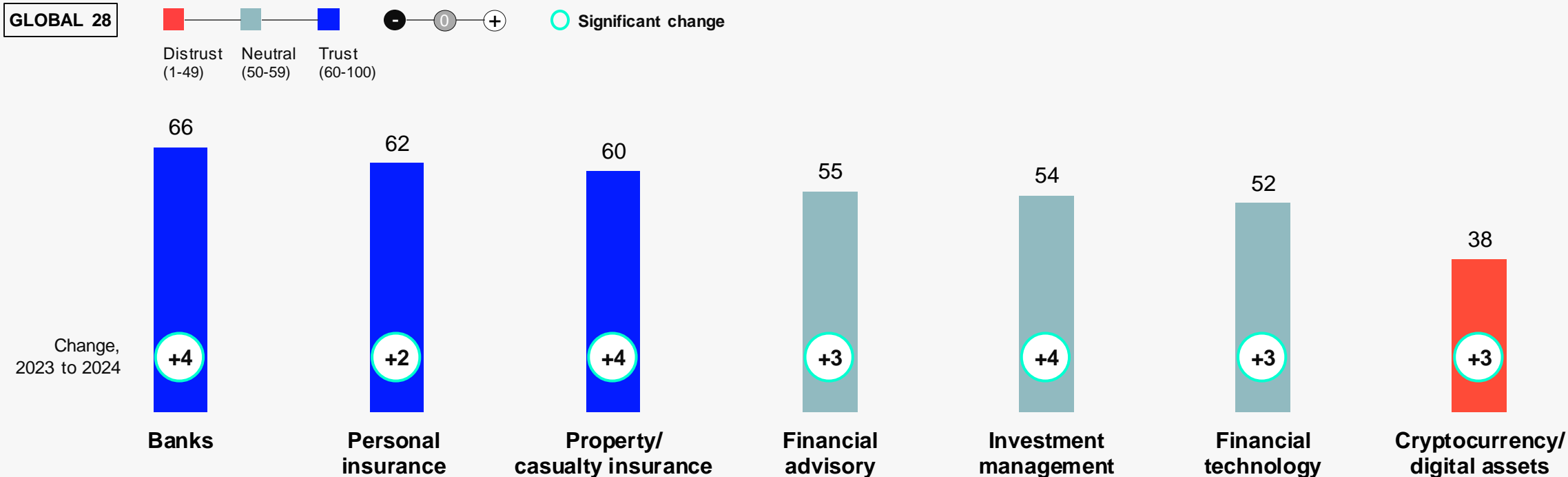


Low income 12 pts less trusting than high



Trust in Financial Services Subsectors Grows

Percent trust in companies within each financial services subsector



2024 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Trust in Financial Services and Subsectors: 10 Year Trend

Percent trust in companies within each sector

GLOBAL 22

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

* Significant change

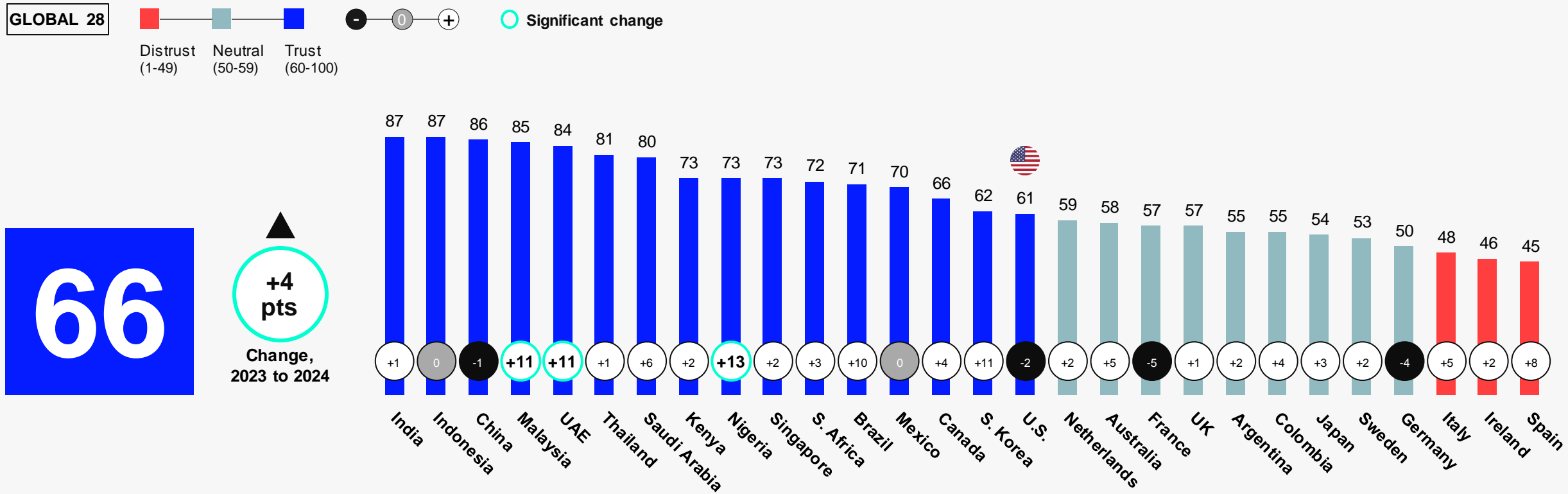
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	10yr change
Banks	53	52	58	59	-	63	59	57	59	62	65	+12*
Personal Insurance	-	-	-	-	-	-	59	56	60	58	61	-
Property/casualty insurance	-	-	-	-	-	-	56	53	57	54	59	-
Financial advisory	48	47	50	51	-	55	54	49	52	50	53	+5*
Investment management	-	-	-	-	-	-	-	-	-	48	52	-
Financial technology	-	-	-	-	-	-	-	-	-	47	49	-
Cryptocurrency/digital assets	-	-	-	-	-	-	-	38	38	33	35	-

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. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. General population, 22-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Banks Trusted in 16 of 28 Countries

Percent trust in companies within the banking subsector



2024 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



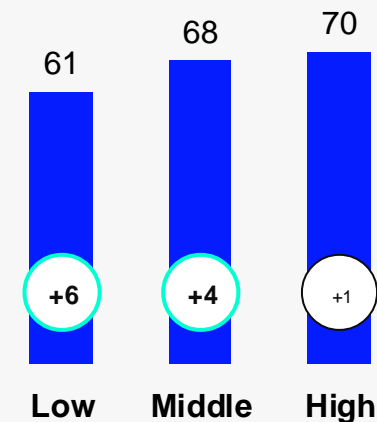
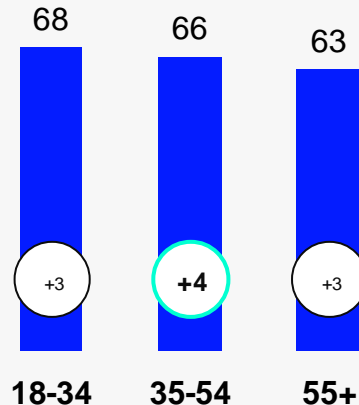
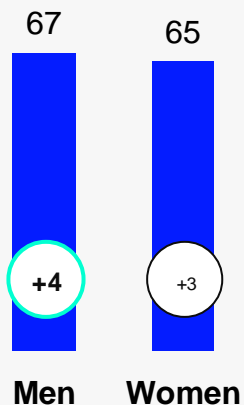
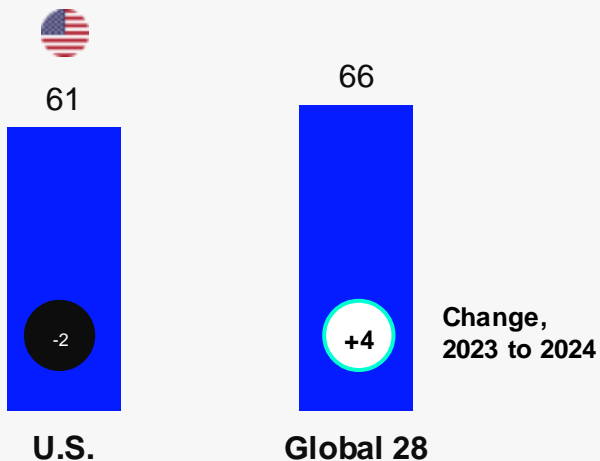
Banks Remain Trusted Across Demographics

Percent trust in companies within the banking subsector



I trust banks

Gender | Age | Income

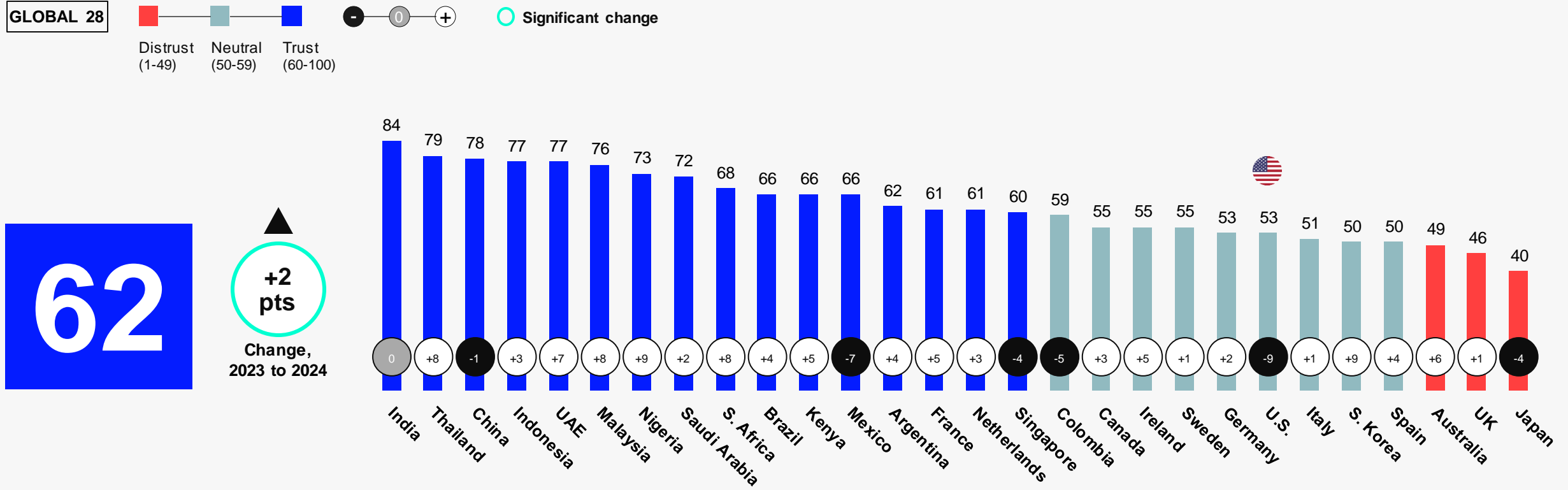


2024 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg., and by demographics and U.S. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Personal Insurance Companies Trusted in 16 of 28 Countries

Percent trust in companies within the personal insurance subsector

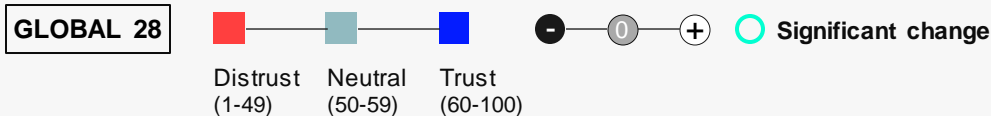


2024 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



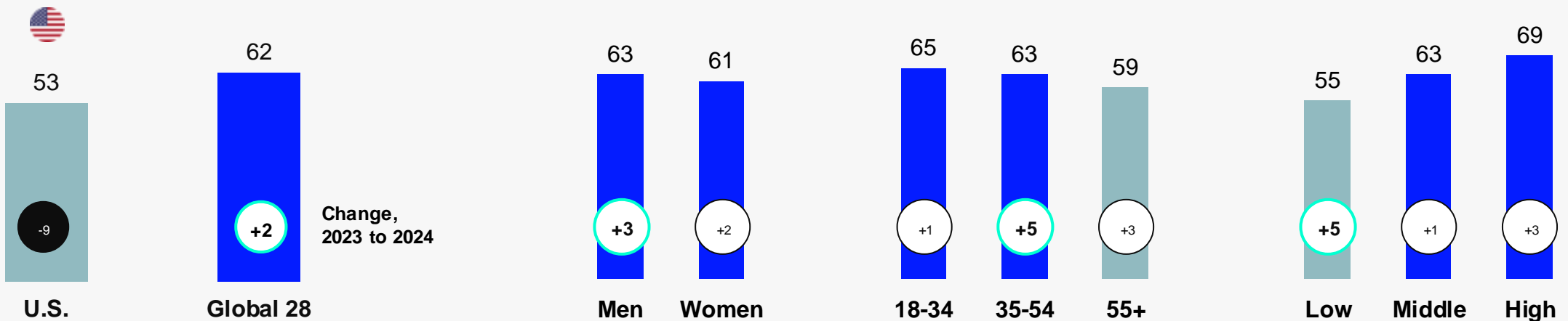
Personal Insurance Companies Less Trusted by Age 55+ and Low Income

Percent trust in companies within the personal insurance subsector



I trust personal insurance companies

Gender | Age | Income

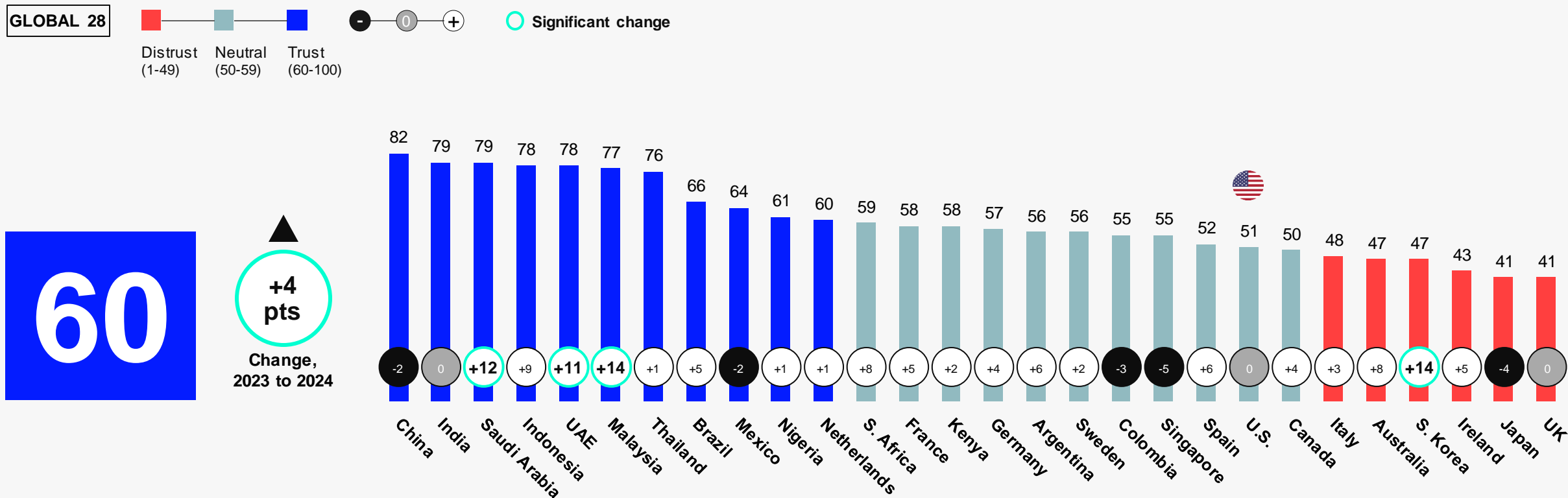


2024 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg., and by demographics and U.S. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Property/Casualty Insurance Companies Not Trusted in 17 of 28 Countries

Percent trust in companies within the property/casualty insurance subsector



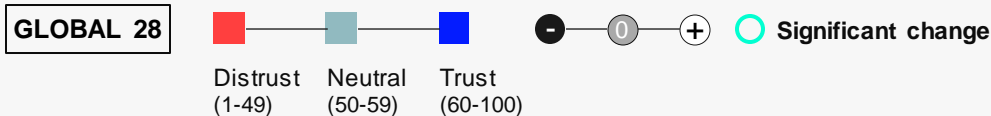
2024 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In Canada and Germany, the French-Canadian and German translations for "Property/casualty insurance" were updated in 2024. The 2024 translations of the term have been adjusted to better reflect the English meaning but are otherwise comparable year-to-year.

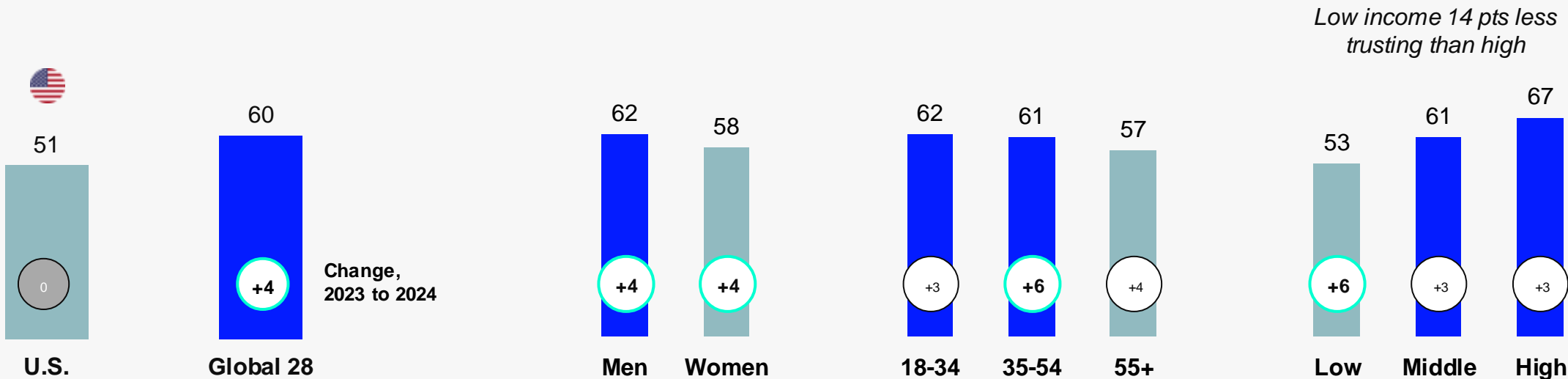


Property Insurance Companies Less Trusted by Age 55+ and Low Income

Percent trust in companies within the property/casualty insurance subsector



I trust property/casualty insurance companies Gender | Age | Income

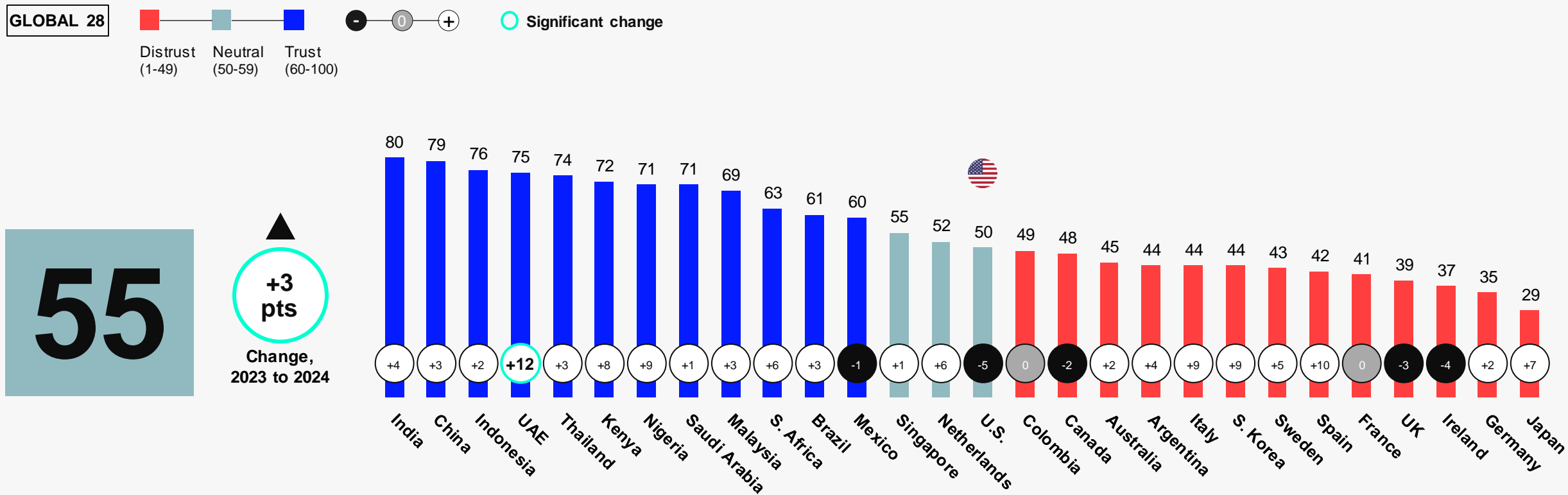


2024 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the technology industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg., and by demographics and U.S. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Financial Advisory Companies Not Trusted in 16 of 28 Countries

Percent trust in companies within the financial advisory subsector

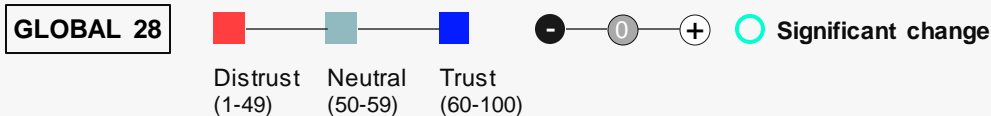


2024 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



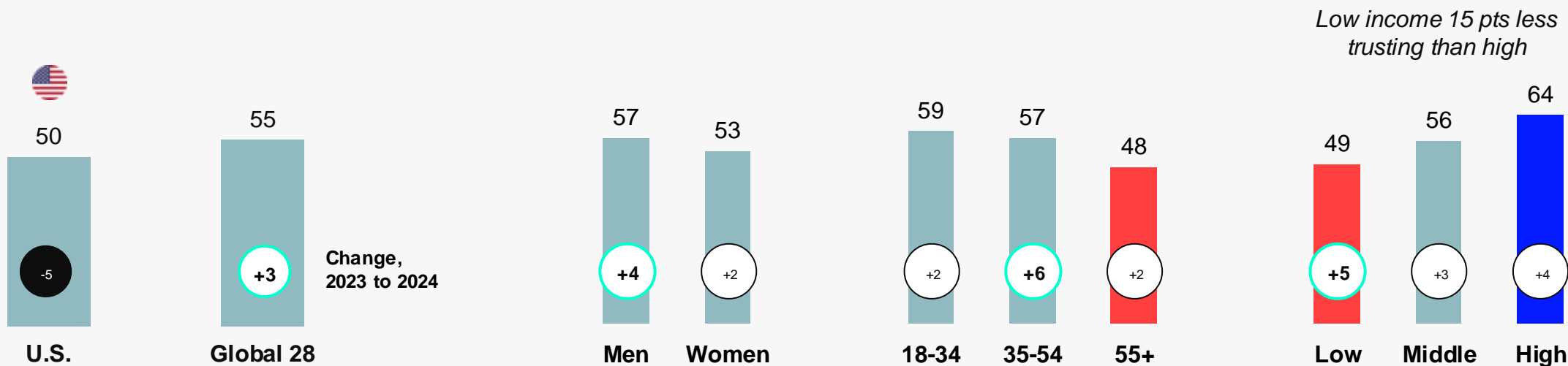
Financial Advisory Companies Distrusted by Age 55+ and Low Income

Percent trust in companies within the financial advisory subsector



I trust financial advisory companies

Gender | Age | Income

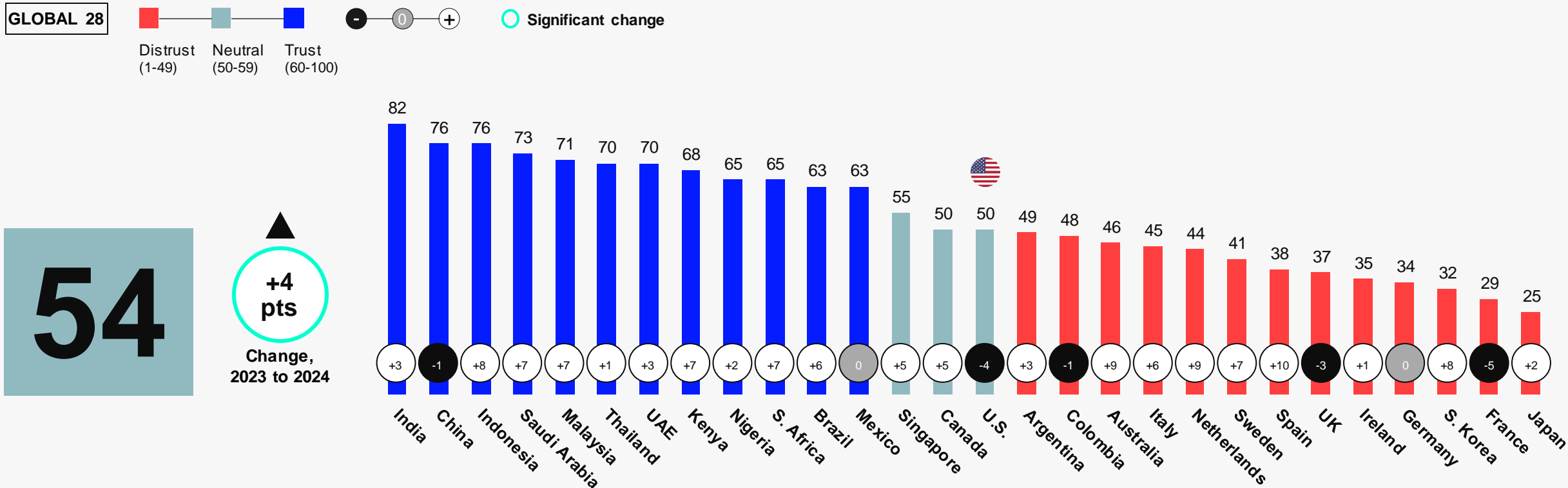


2024 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg., and by demographics and U.S. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Investment Management Companies Not Trusted in 16 of 28 Countries

Percent trust in companies within the investment management subsector

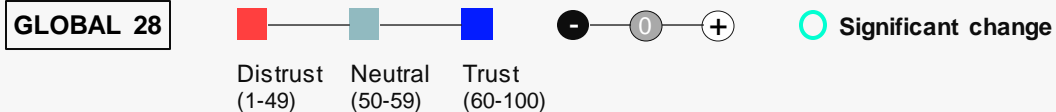


2024 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



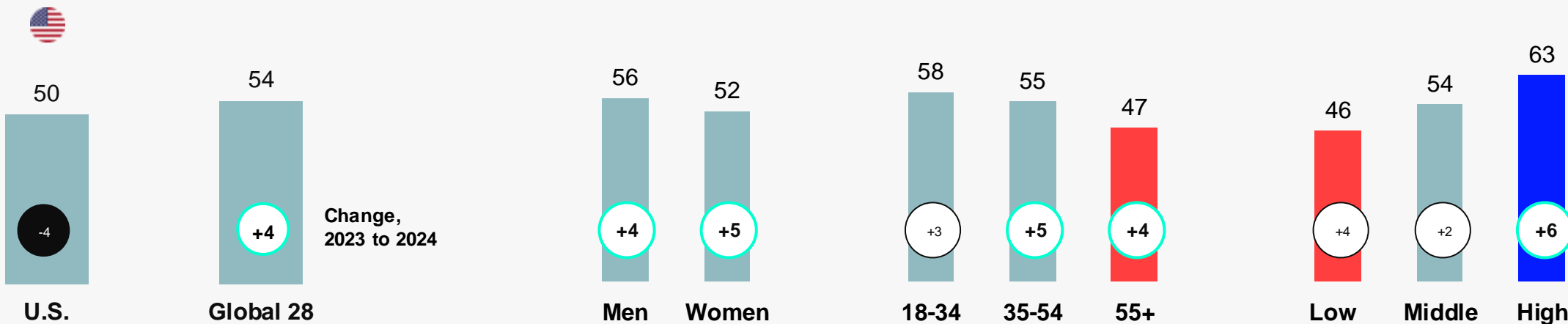
Investment Management Companies Distrusted by Low Income and Age 55+

Percent trust in companies within the investment management subsector



I trust investment management companies

Gender | Age | Income

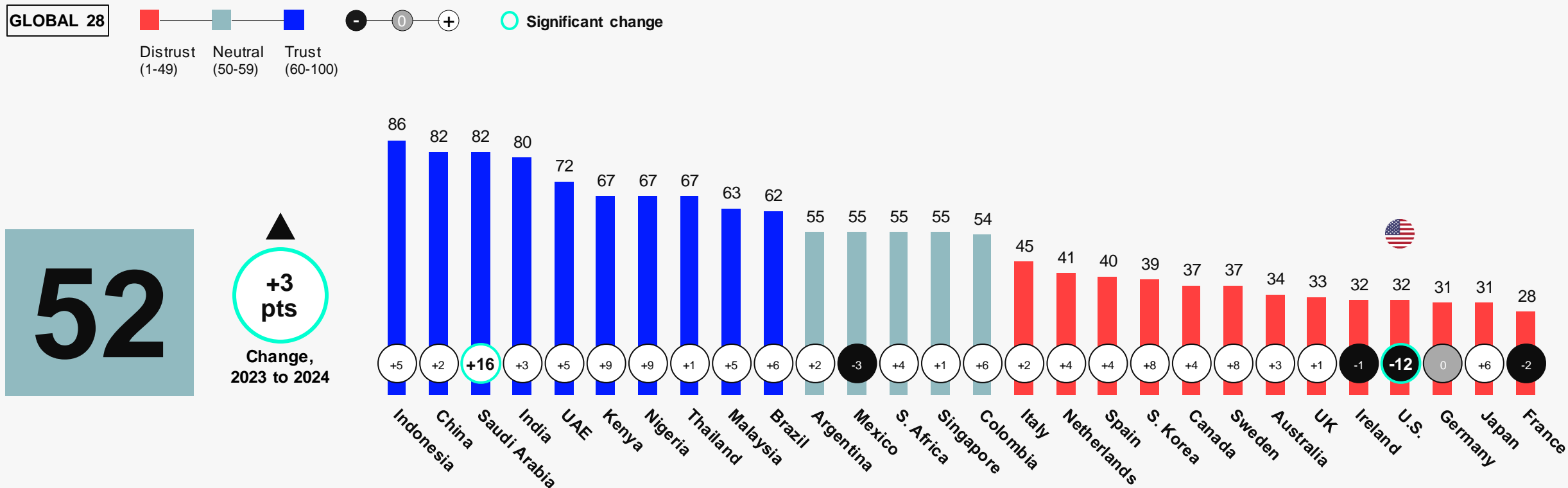


2024 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg., and by demographics and U.S. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Financial Technology Companies Distrusted in 13 of 28 Countries

Percent trust in companies within the financial technology subsector

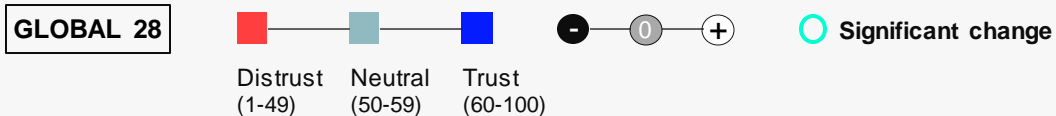


2024 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Financial Technology Companies Distrusted by Women, Age 55+ and Low Income

Percent trust in companies within the financial technology subsector

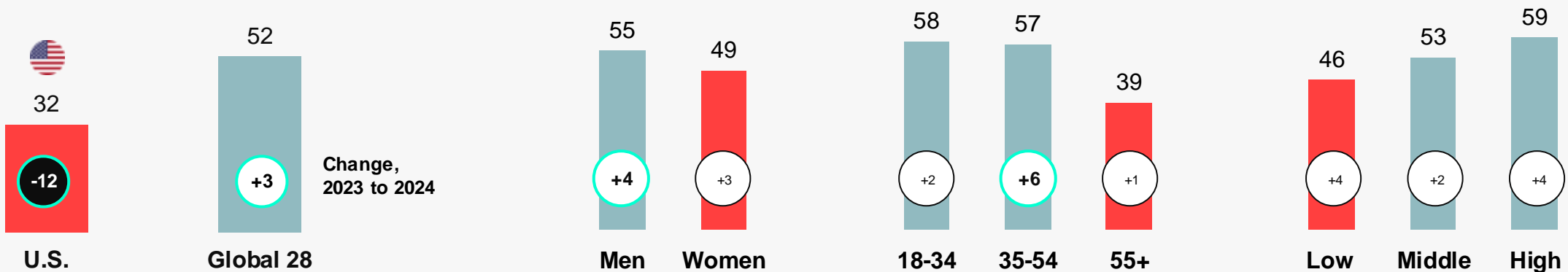


I trust financial technology companies

Gender | Age | Income

Age 55+ nearly 20 pts less trusting than younger age groups

Low income 13 pts less trusting than high

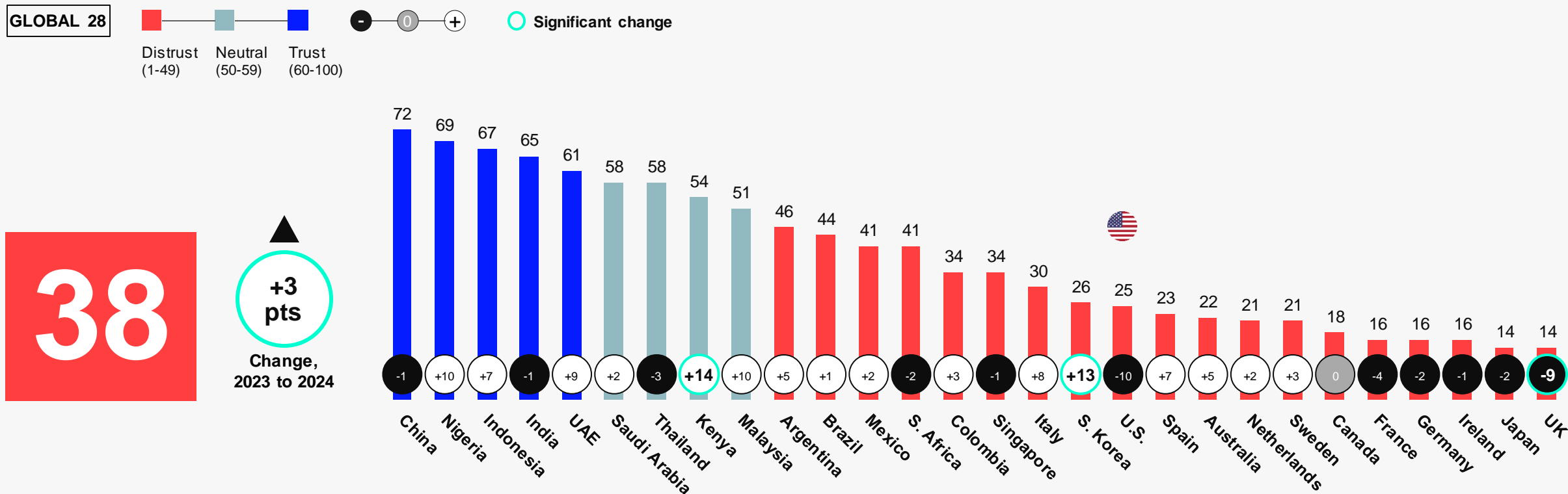


2024 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg., and by demographics ang U.S. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Cryptocurrency/Digital Assets Companies Distrusted in 19 of 28 Countries

Percent trust in companies within the cryptocurrency/digital assets subsector



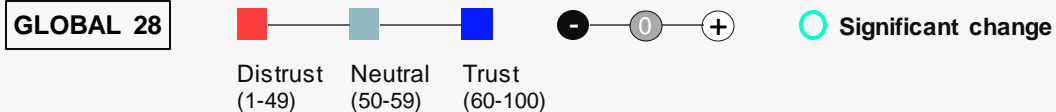
2024 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In Indonesia and Thailand, the Indonesian and Thai translations for "Cryptocurrency/Digital assets" were updated in 2024. The 2024 translations of the term have been adjusted to better reflect the English meaning but are otherwise comparable year to-year.



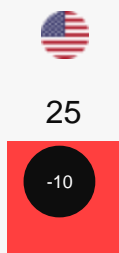
Crypto Distrusted Across Demographics

Percent trust in companies within the cryptocurrency/digital assets subsector

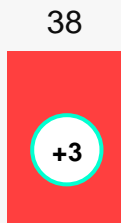


I trust **cryptocurrency** companies

Gender | Age | Income

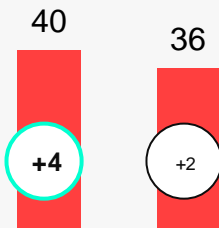


U.S.



Global 28

Change, 2023 to 2024



Men



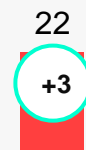
Women



18-34



35-54



55+

Age 18-34 27 pts more trusting than age 55+



Low



Middle



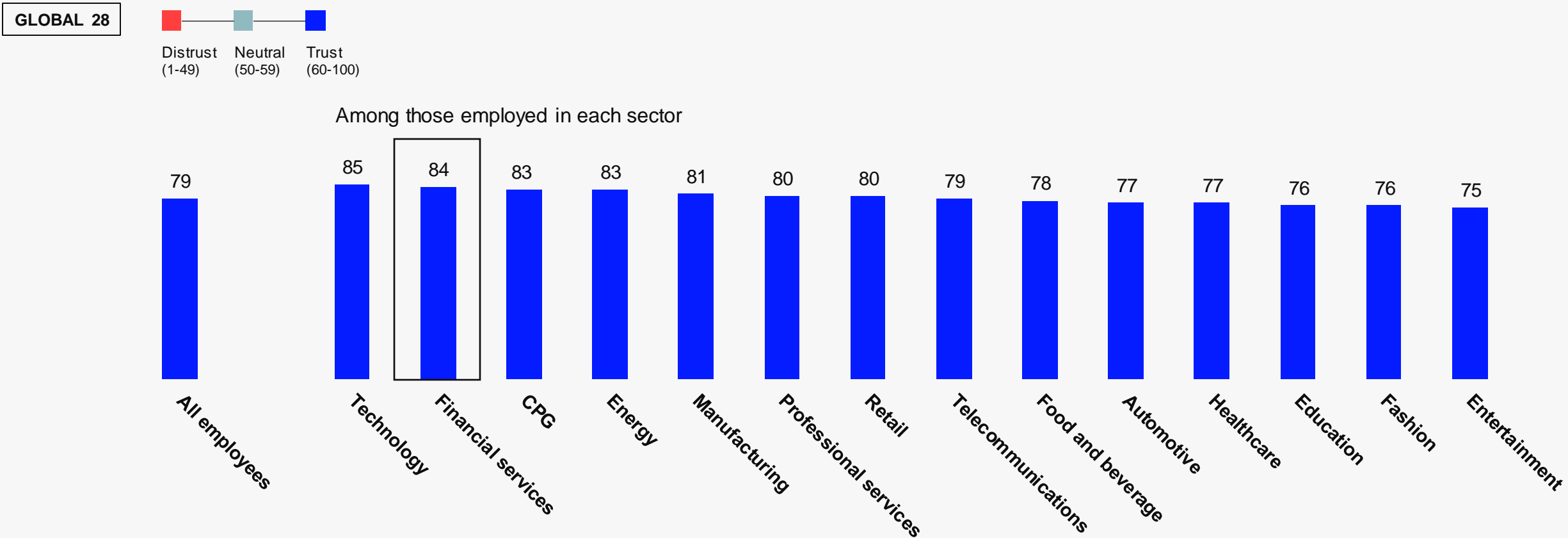
High

Low income 10 pts less trusting than high



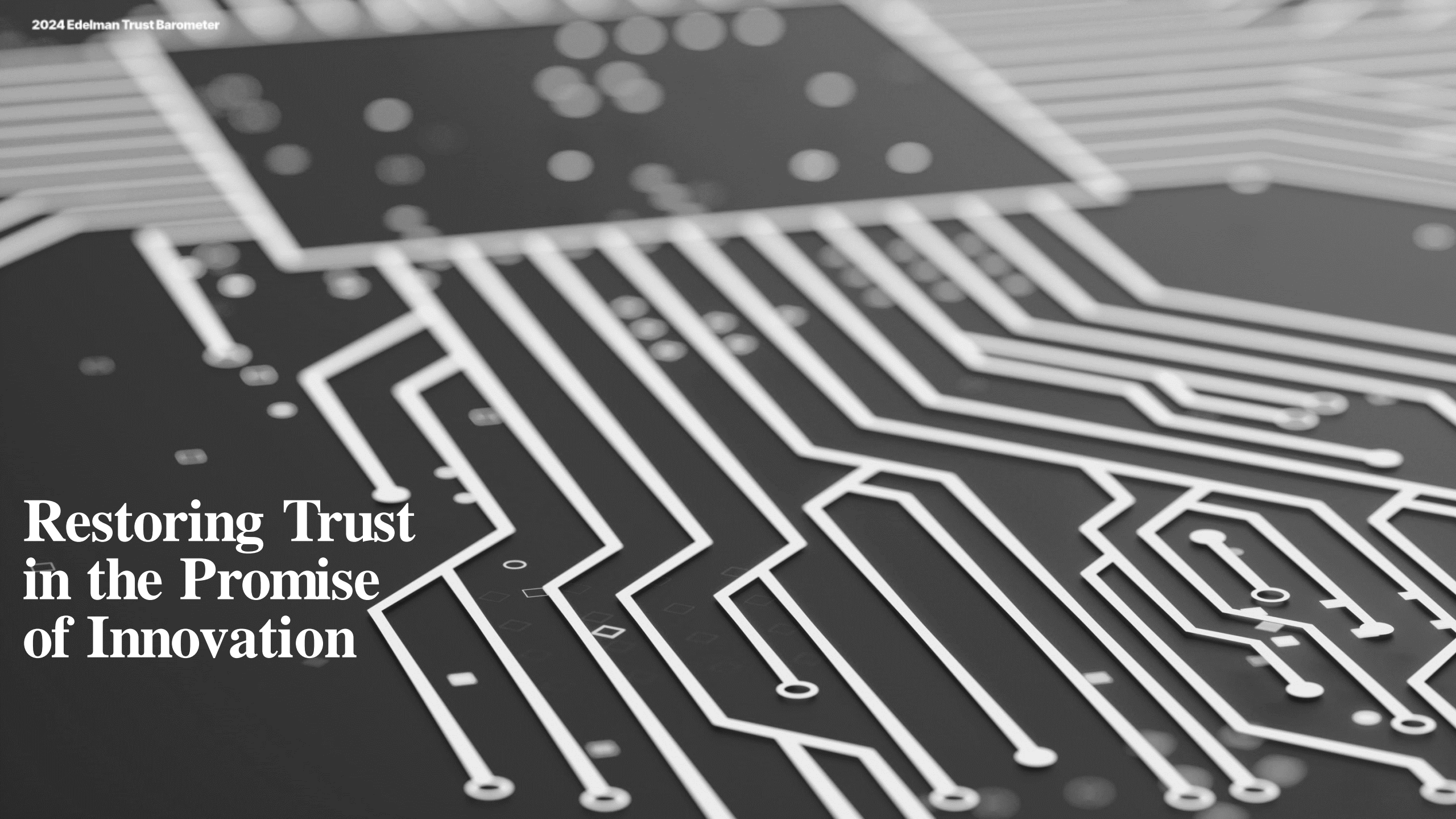
Financial Services Employees Among Most Trusting of Their Employer

Percent trust in my employer, among employees



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., and among employees in each sector (Q/420). "Your employer" only shown to those who are an employee of an organization (Q43/1).



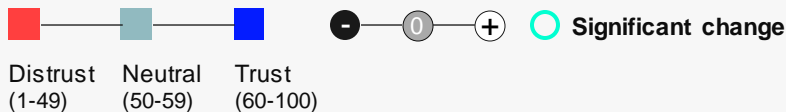


Restoring Trust in the Promise of Innovation

AI Companies Not Trusted in 16 of 28 Countries

Percent trust in companies within the AI subsector

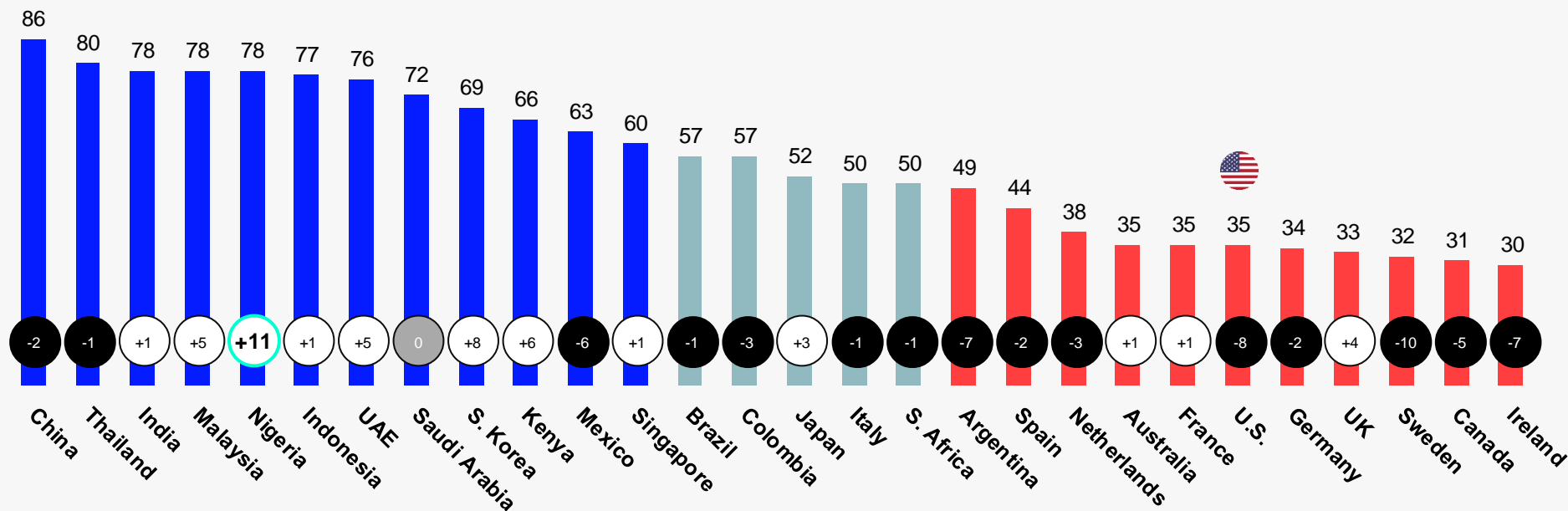
GLOBAL 28



55

-1 pt

Change, 2023 to 2024



2024 Edelman Trust Barometer. TRU_SUB_TEC. Now thinking about specific sectors within the technology industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Barriers to AI Adoption: Concerns Over Privacy 2x More Widespread Than Concerns Over Job Impacts

Among those who feel less than enthusiastic about the growing use of AI, percent who say

GLOBAL 28

I am less than enthusiastic about AI because it ...		Developed	Developing	U.S.	
could compromise my privacy	39	41	35	52	
may devalue what it means to be human	36	35	38	38	
could be harmful to people	35	38	31	57	<i>U.S. most concerned over AI's potential harm to society and people</i>
could be harmful to society	35	40	29	61	
is not adequately tested and evaluated	35	40	30	54	
is happening too fast	32	36	28	35	
will worsen societal inequalities	27	28	26	33	
could threaten my job security	22	18	26	19	<i>Threats to job security less of a concern</i>

2024 Edelman Trust Barometer. CHG_TEC_WHY. You just indicated that you are less than enthusiastic about the growing use of AI. Which of the following best describes why you feel that way? Select all that apply. Question asked among those who said they were less than enthusiastic about the growing use of AI, in half the sample. General population, 28-mkt avg., and by developed and developing markets, and in the U.S.



To Increase Enthusiasm for AI, Explain its Benefits to Me and Society

Among those who feel less than enthusiastic about the growing use of AI, percent who say

GLOBAL 28

I would feel more positive about AI if I could ...		Developed	Developing	U.S.
see the benefits for society	53	46	61	49
understand it better	51	41	61	38
see the benefits for me	51	43	59	40
see how it would save me money	48	39	58	36
trust business to thoroughly test it	48	42	54	49
have confidence those adversely affected will be taken care of	46	39	54	43
slow down the pace at which it was happening	46	42	50	48
trust government to ensure it was well-regulated	46	39	53	41

U.S. enthusiasm for AI most likely to increase with understanding of societal benefits, more trust in business testing, and slower pace

2024 Edelman Trust Barometer. TEC_COM_LVR. How much would each of the following help to make you feel more positive about the growing use of AI than you do now? 5-points scale, top 2 box; help a lot or extremely helpful. Question asked among those who said they were less than enthusiastic about the growing use of AI, in half the sample. General population, 28-mkt avg., and by developed and developing markets, and in the U.S.



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

GLOBAL 22



2015 to 2024

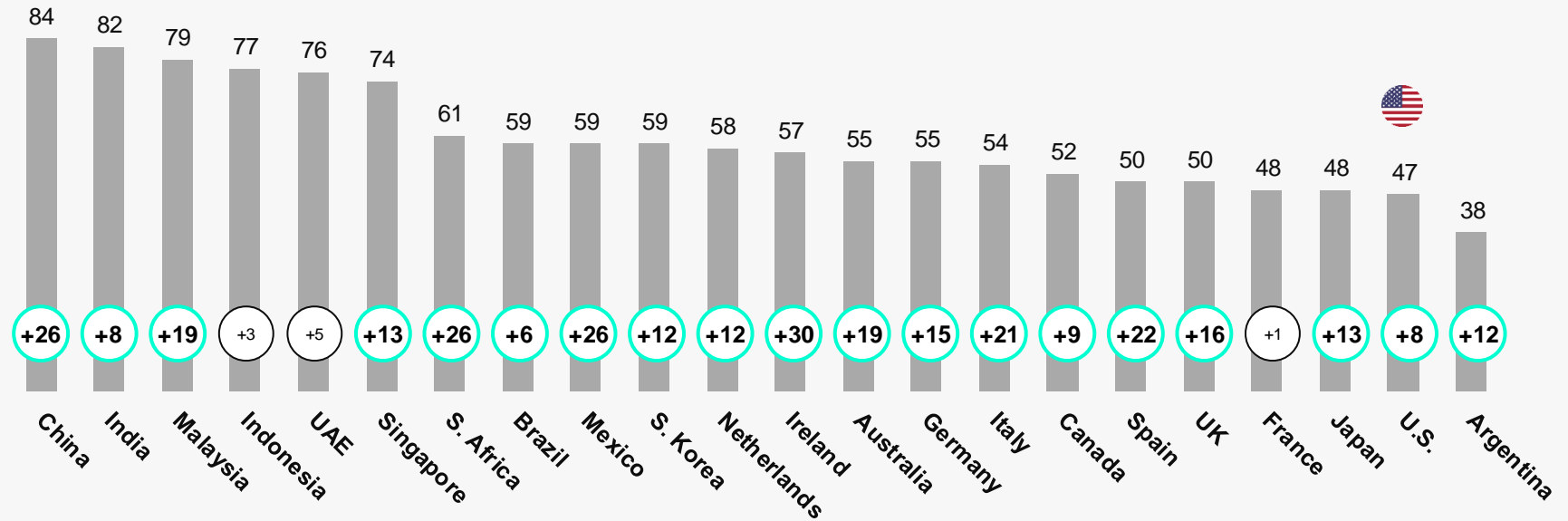
○ Significant change

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.



Building and Maintaining Trust in a Fast Moving World

1

Provide trustworthy content

Financial services firms can help fill the trust vacuum by providing truthful, unbiased, reliable information about the issues that matter.

2

Use data to cut through the noise

Leadership in sustainability, long termism and economic prosperity creates a “trust premium.” All are themes where financial services companies should excel but are increasingly crowded. Data and a unique POV are key.

3

Lean into your engaged workforce

Financial services employees invest great trust in their company and sector. Addressing these will position you to attract the best talent.

4

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 issues.



Q&A



Thank You

