

@EdelmanItalia

#TrustBarometer

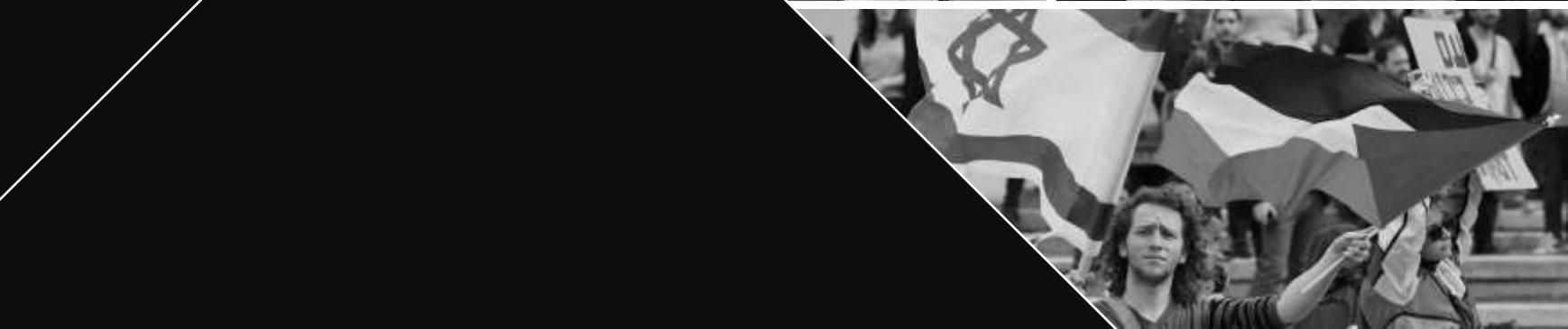
# 2024 Edelman Trust Barometer

Global, Italy & France

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CEO Edelman Italia

[in](#) @fiorellapassoni

 **Edelman**  
Trust Institute



# 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	<b>France</b>	<b>Italy</b>	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

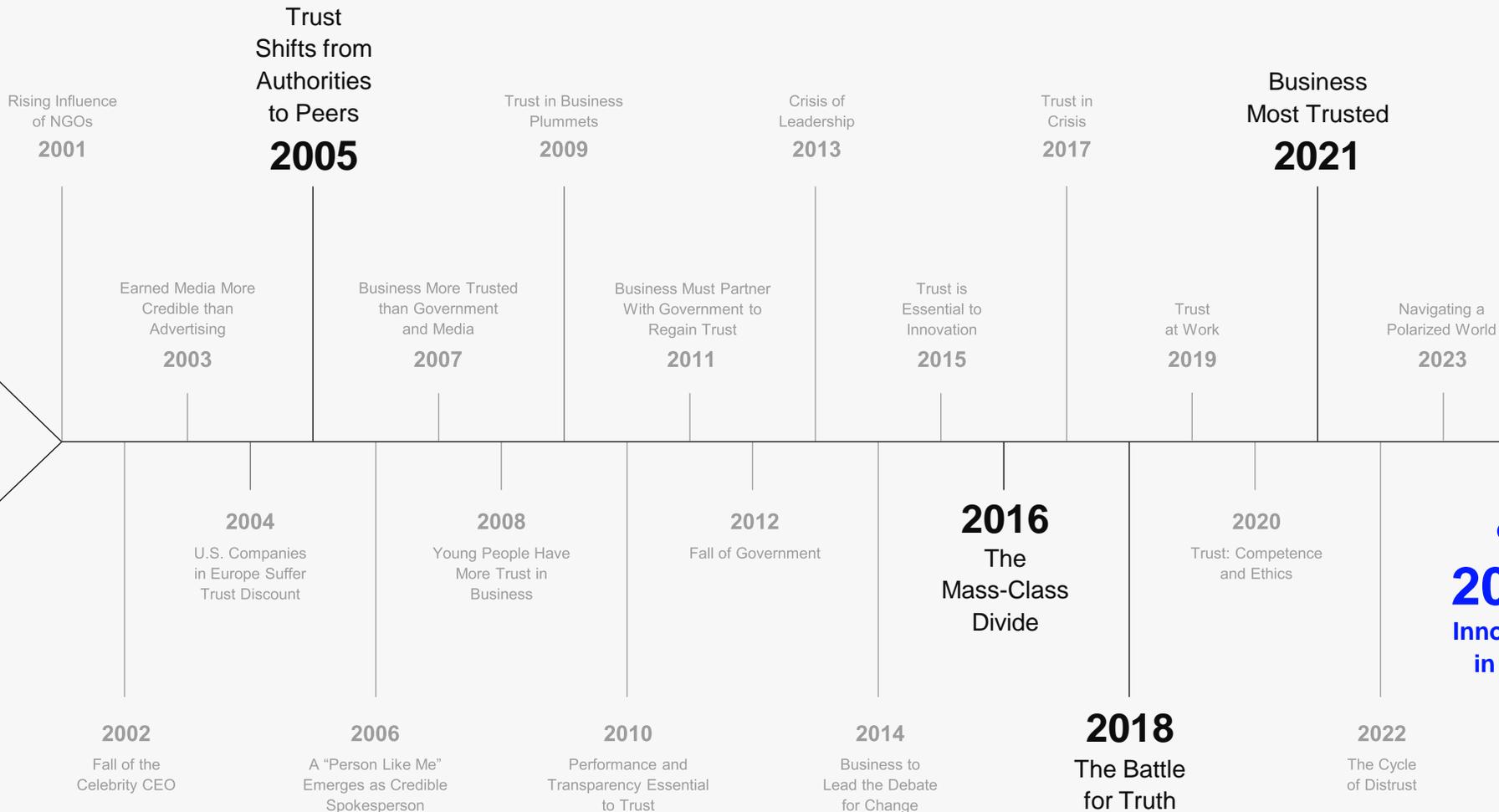
Throughout the report, question text has been edited for readability.

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

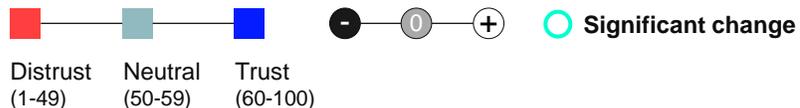
Years of Trust:  
power shifts,  
divisions deepen



# 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

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

### 2024 General population

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

### Greatest changes in

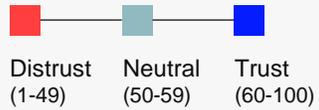
S. Korea	<b>+7</b>
Malaysia	<b>+6</b>
Nigeria	<b>+5</b>
Thailand	<b>+4</b>
Australia	<b>+4</b>
China	<b>-4</b>
Colombia	<b>-4</b>
UK	<b>-4</b>

*UK now among  
least-trusting countries*



# In Italy, Trust Index Rises 10-Points; No Longer Distrusted

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



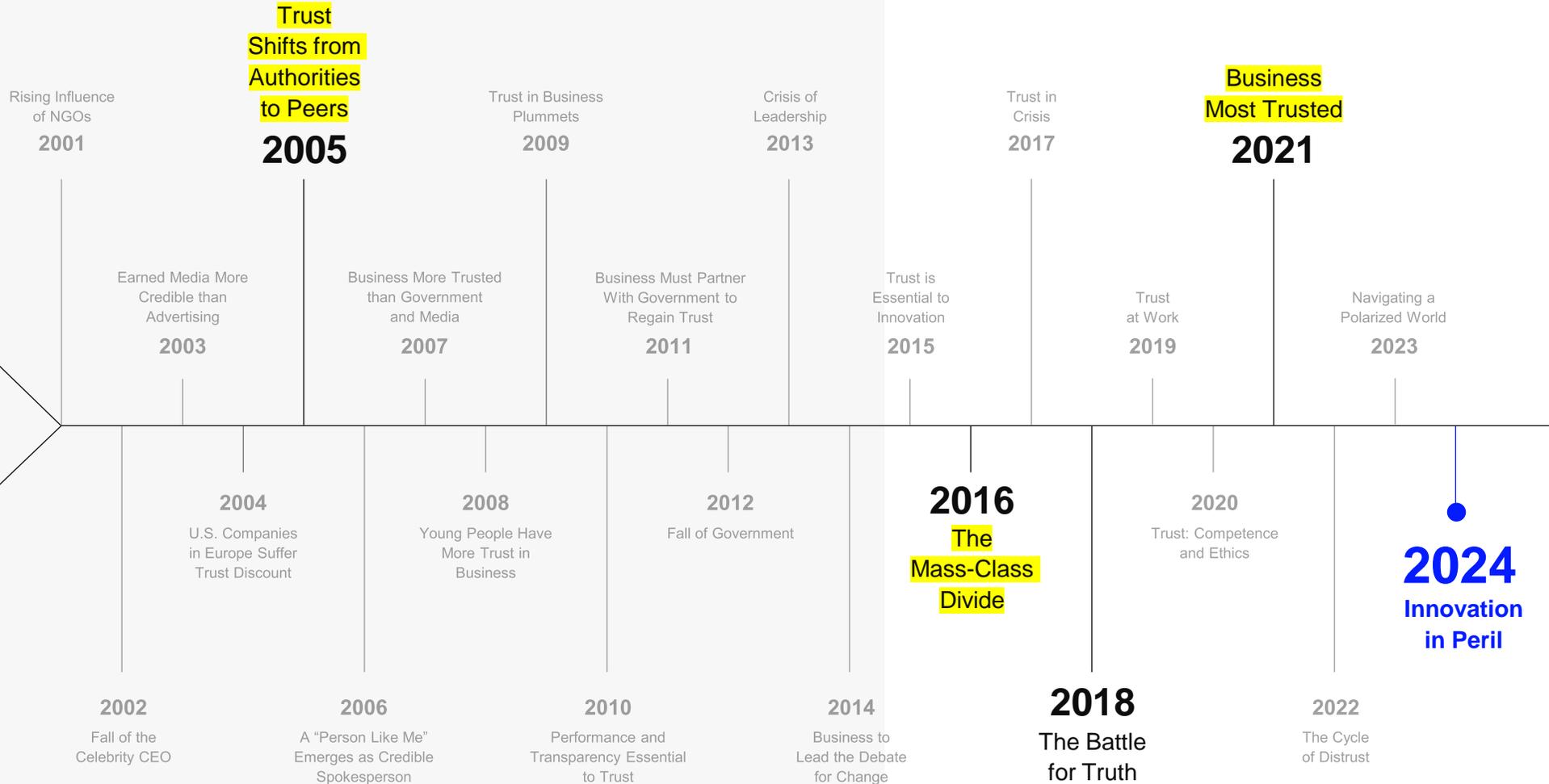
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	10yr change
<b>Europe</b>	41	41	40	45	43	44	45	47	51	49	48	7
<b>Global 20</b>	50	50	49	53	50	51	53	55	57	56	55	5
<b>Italy</b>	40	41	42	49	48	43	46	49	52	53	50	10

2023 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, Europe, 20-mkt avg., and Italy.



# 24

Years of Trust:  
power shifts,  
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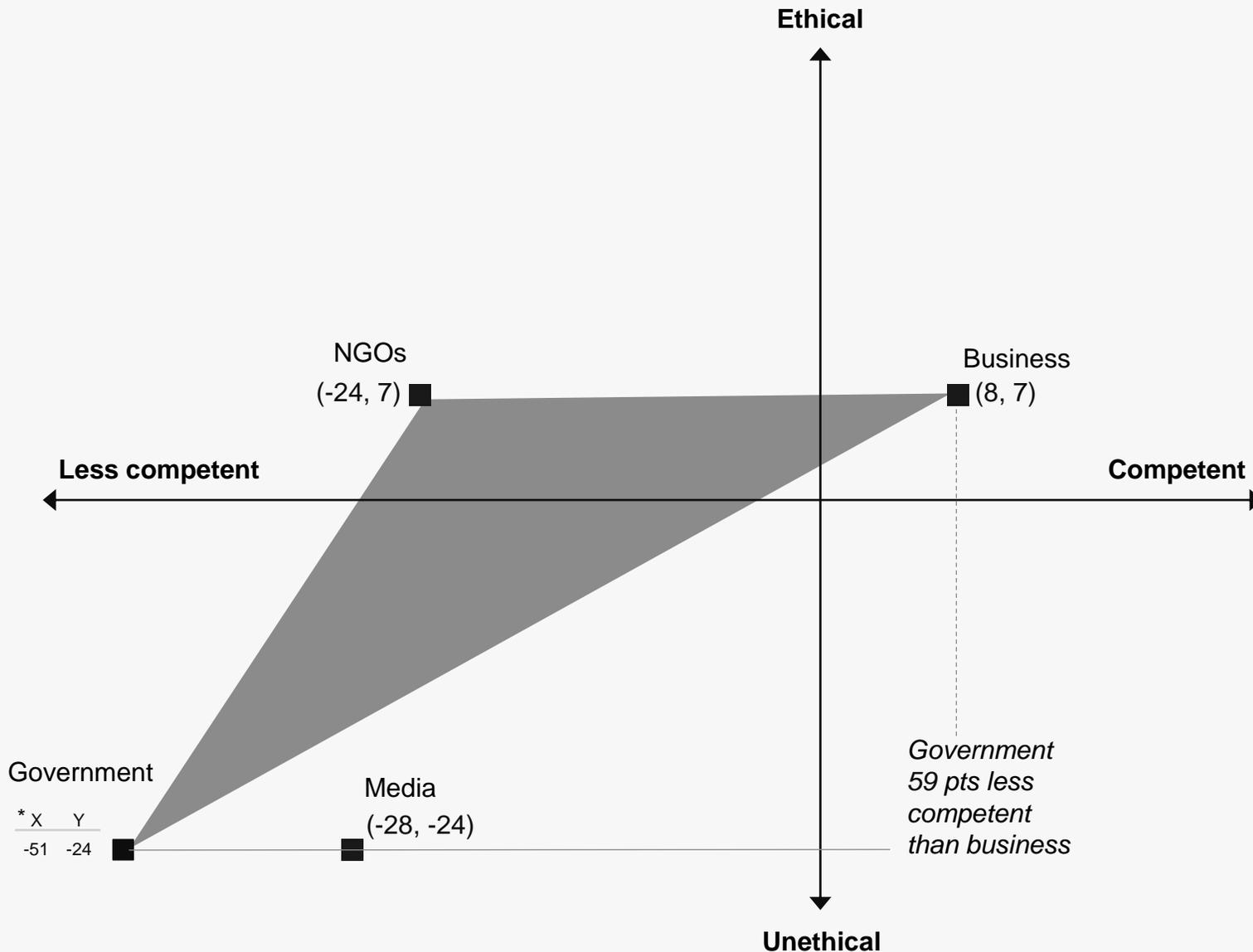


# The Decline of Authority



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

(Competence score, net ethical score)



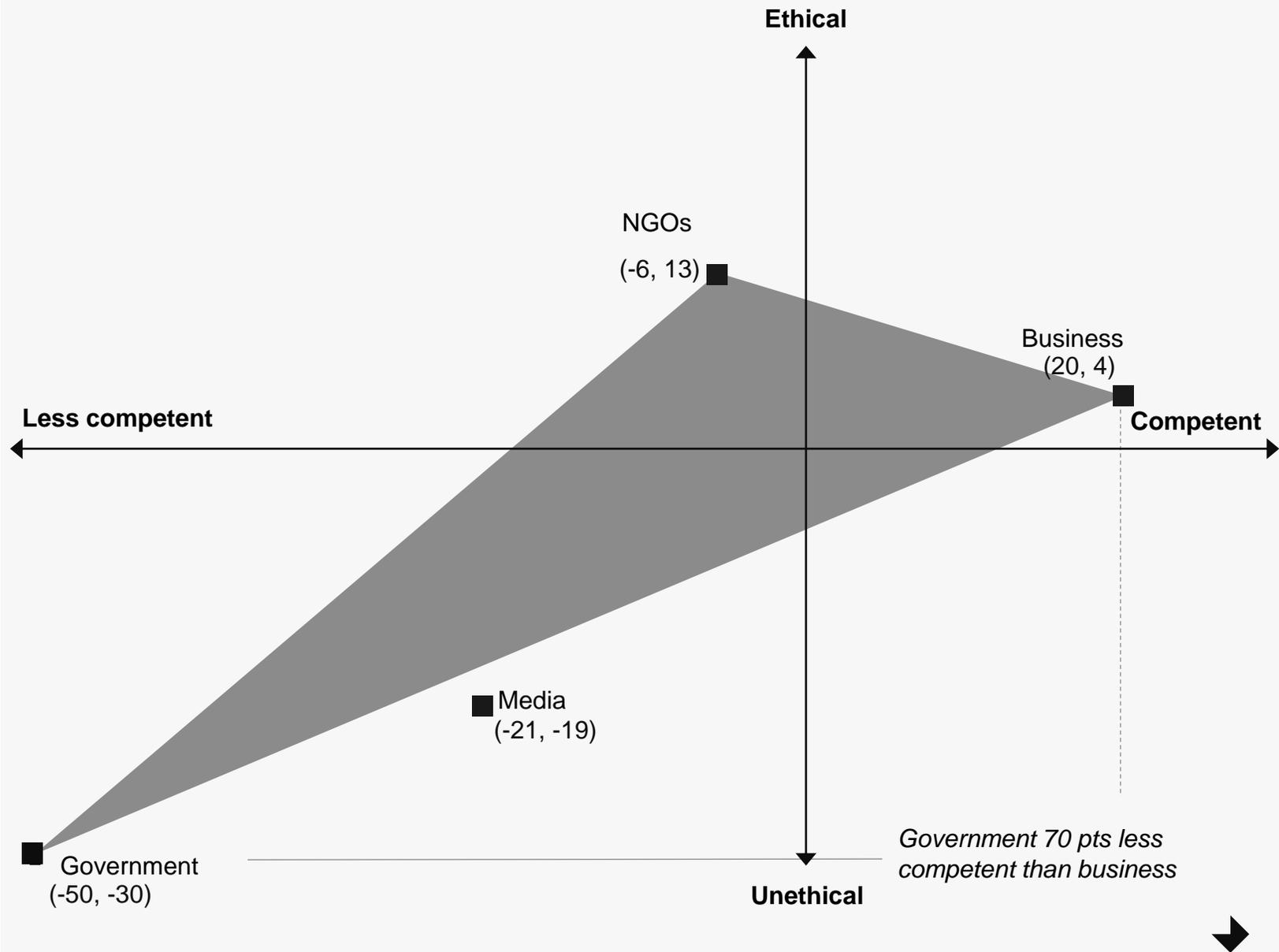
2024 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]\_PER\_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU\_3D\_[INS]/1. Media and NGOs were only asked of half the sample. General population, Italy. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

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



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

(Competence score, net ethical score)

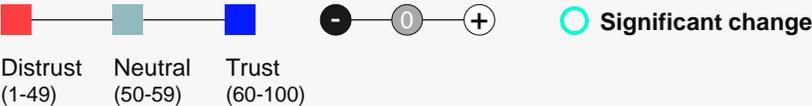


**2024 Edelman Trust Barometer.** The ethical scores are averages of nets based on [INS]\_PER\_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU\_3D\_[INS]/1. Media and NGOs were only asked of half the sample. General population, France. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

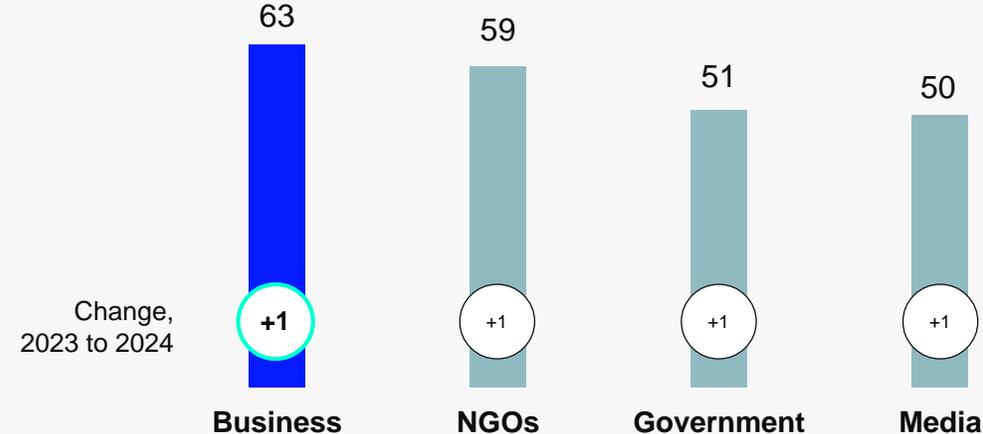


# Business Remains Most Trusted Institution

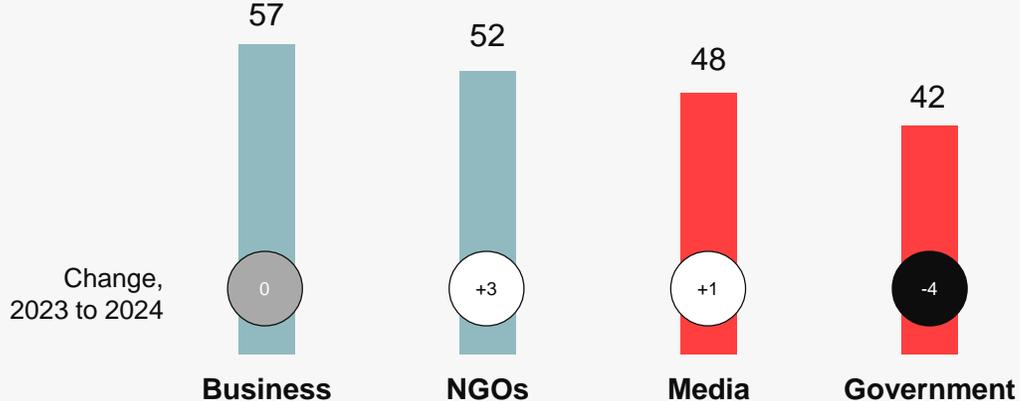
Percent trust



GLOBAL 28



Italy



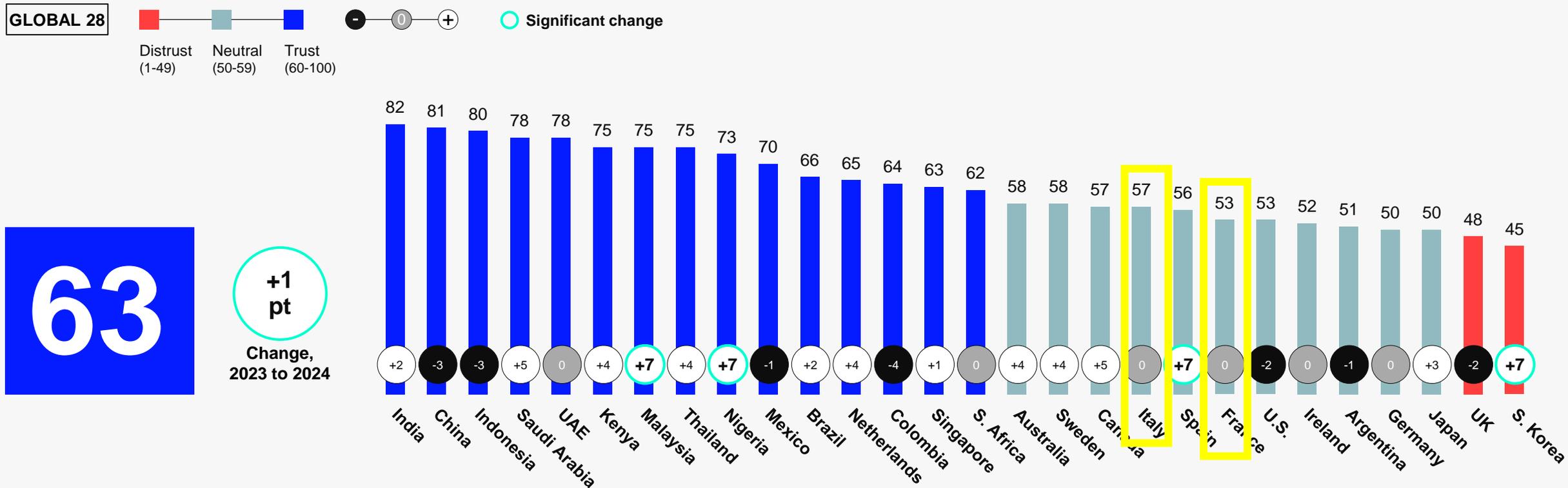
2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg and Italy. Year-over-year changes were tested for significance using a t-test 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.



# Business Trusted in 15 of 28 Countries

Percent trust in business

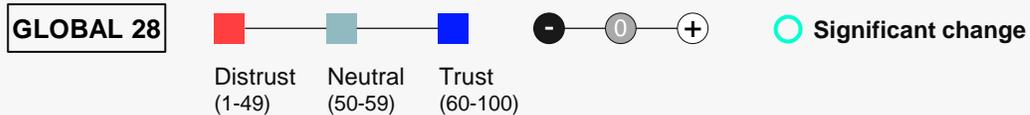


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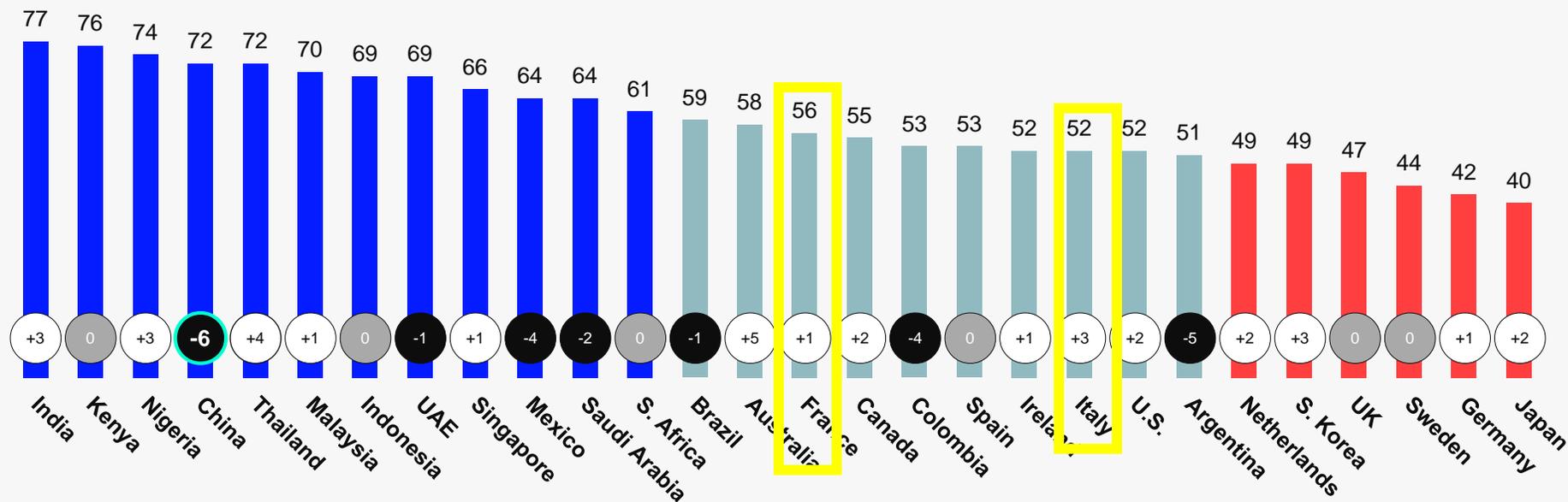
# NGOs Trusted in 12 of 28 Countries

Percent trust in NGOs



59

+1 pt  
Change, 2023 to 2024



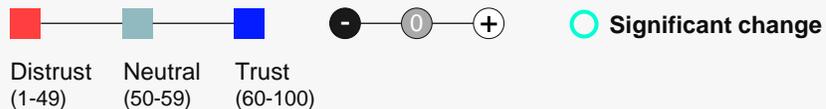
2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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



# Government Distrusted in 17 of 28 Countries

Percent trust in government

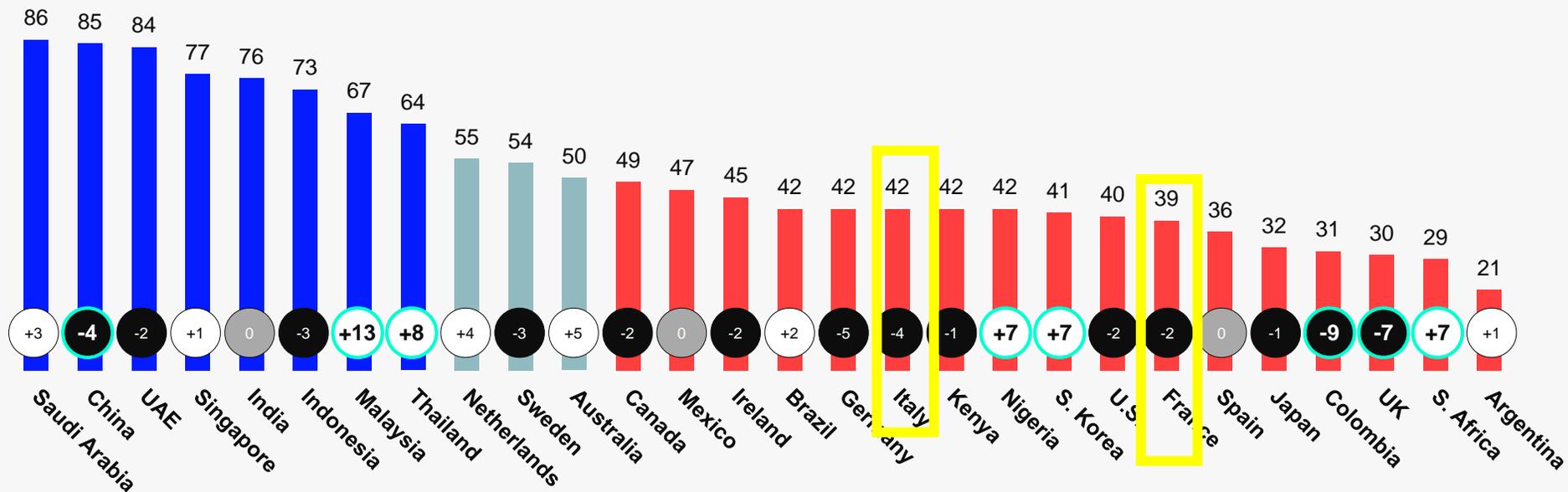
GLOBAL 28



51

+1 pt

Change, 2023 to 2024



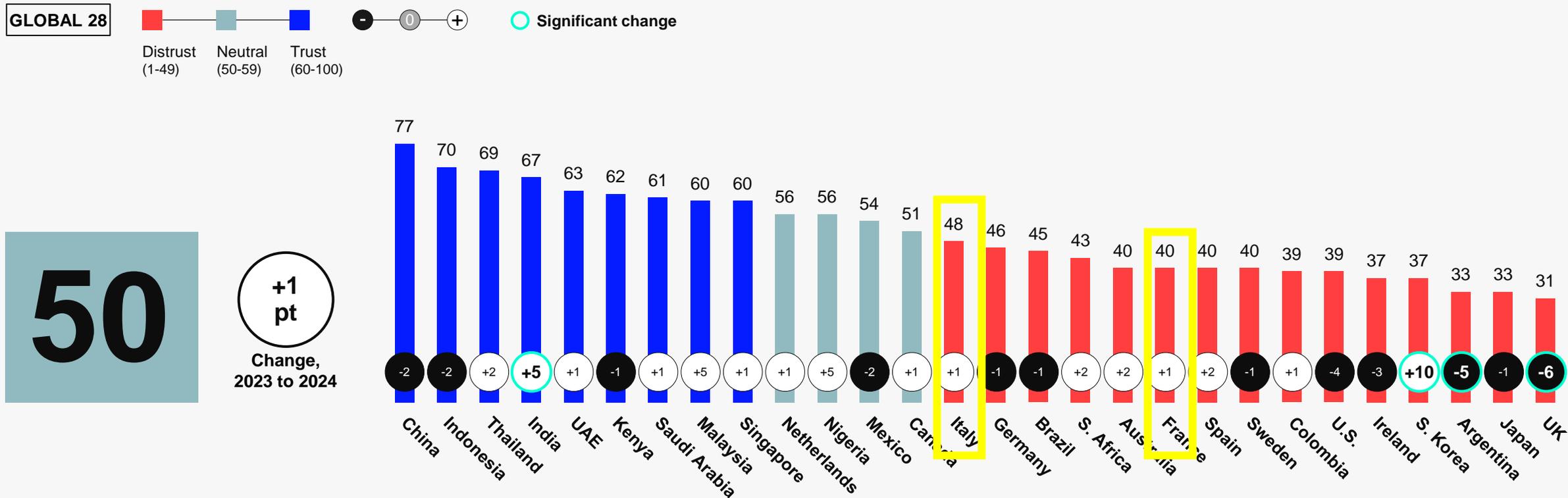
2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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

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



# Media Distrusted in 15 of 28 Countries

Percent trust in media



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.

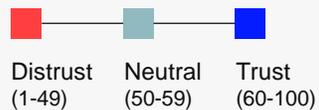
For S. Korea, the language used in 2023 for “media” translated to “press.” In 2024 it was adjusted to translate as “media.”



# Trust in Institutions: 10 Year Trend

Percent trust, in Italy

ITALY



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	10yr change
<b>Business</b>	45	49	48	57	55	54	53	57	59	59	57	+12
<b>NGOs</b>	51	54	53	58	59	46	44	49	48	54	49	-2
<b>Media</b>	45	43	41	50	48	45	45	49	50	50	47	+2
<b>Government</b>	21	18	27	30	31	27	43	41	51	49	46	+25

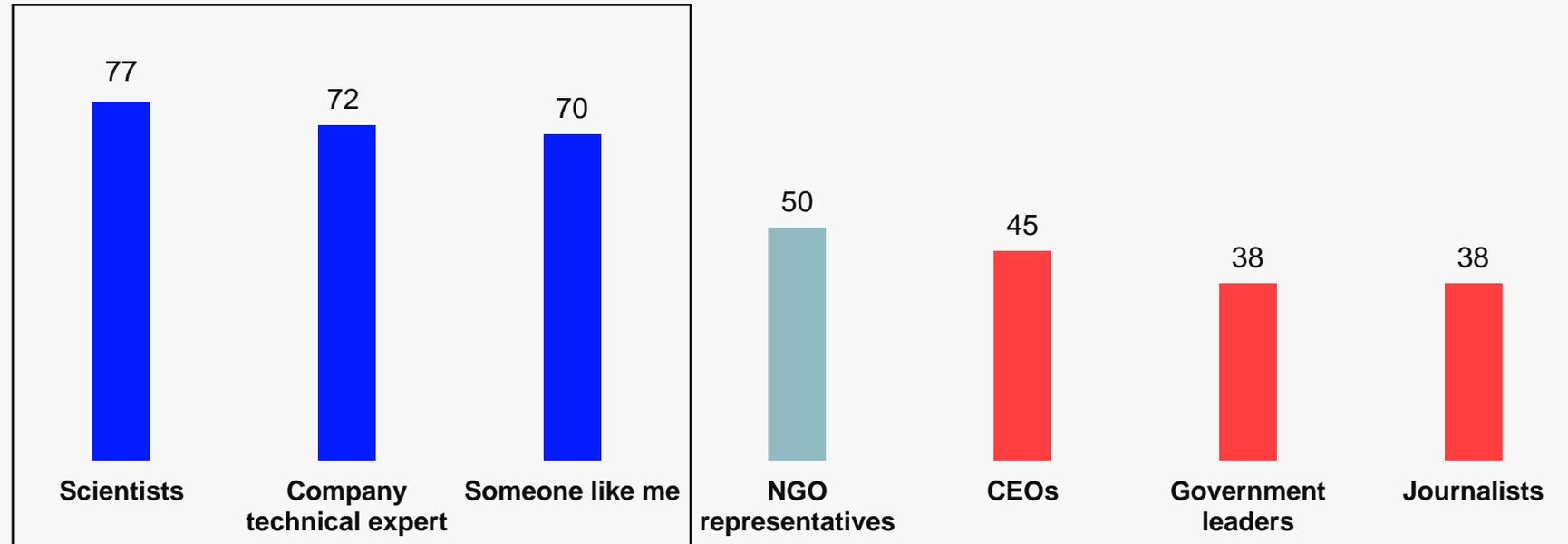


# Dispersion of Authority: Peers on Par With Scientists and Experts

Percent trust, in Italy

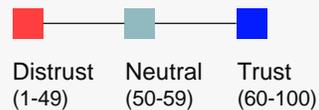


I trust each to tell me the truth about new innovations and technologies

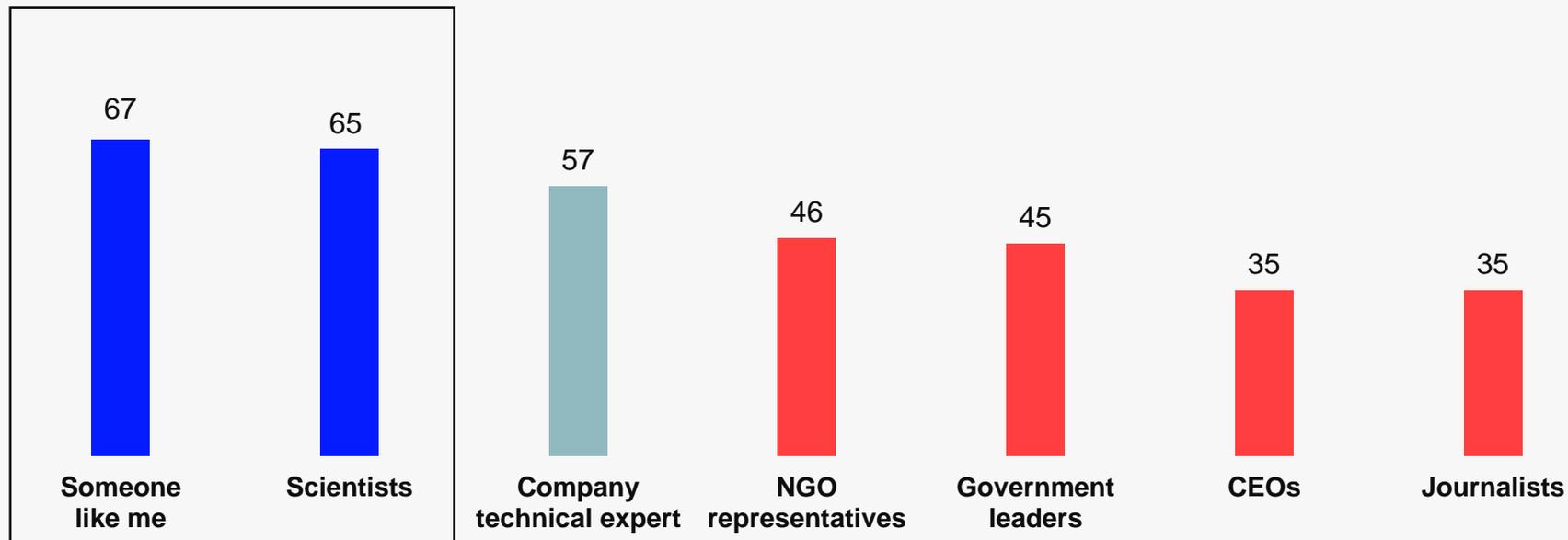


# Dispersion of Authority: Peers on Par With Scientists

Percent trust, in France



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



# In Italy, Experts and Academics Seen as the Most Credible Spokespeople

Percent who say each spokesperson is credible, in Italy

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	10yr change
Academics	55	62	59	58	53	57	62	63	53	55	55	0
Technical experts	55	60	55	60	50	54	59	58	50	53	55	0
A person like yourself	57	61	58	61	56	50	54	54	46	44	51	-6
My CEO	-	-	-	-	-	-	45	46	51	40	49	-
A regular employee of a company	39	48	39	48	38	40	43	48	34	33	39	0
A company's board of directors	27	32	29	36	28	30	38	36	29	26	33	5
<b>CEOs</b>	<b>26</b>	<b>28</b>	<b>29</b>	<b>38</b>	<b>28</b>	<b>33</b>	<b>38</b>	<b>35</b>	<b>31</b>	<b>30</b>	<b>33</b>	<b>7</b>
Government officials	29	35	29	36	30	30	32	31	34	29	33	4
NGO representatives	51	54	51	48	40	36	34	34	36	34	33	-18
Journalists	-	-	-	26	21	27	27	24	27	21	24	-
An influencer with a small following	-	-	-	-	-	-	23	20	22	15	18	-
Celebrities	-	-	-	-	17	17	19	21	19	12	17	-
A well-known influencer with a big following	-	-	-	-	19	18	21	19	20	12	15	-



# Establishment Leaders Not Trusted to Tell Us the Truth

Percent who worry, in Italy

● 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



# Establishment Leaders Not Trusted to Tell Us the Truth

Percent who worry, in France

● 0 ● + Significant change



Government leaders



Business leaders



Journalists and reporters

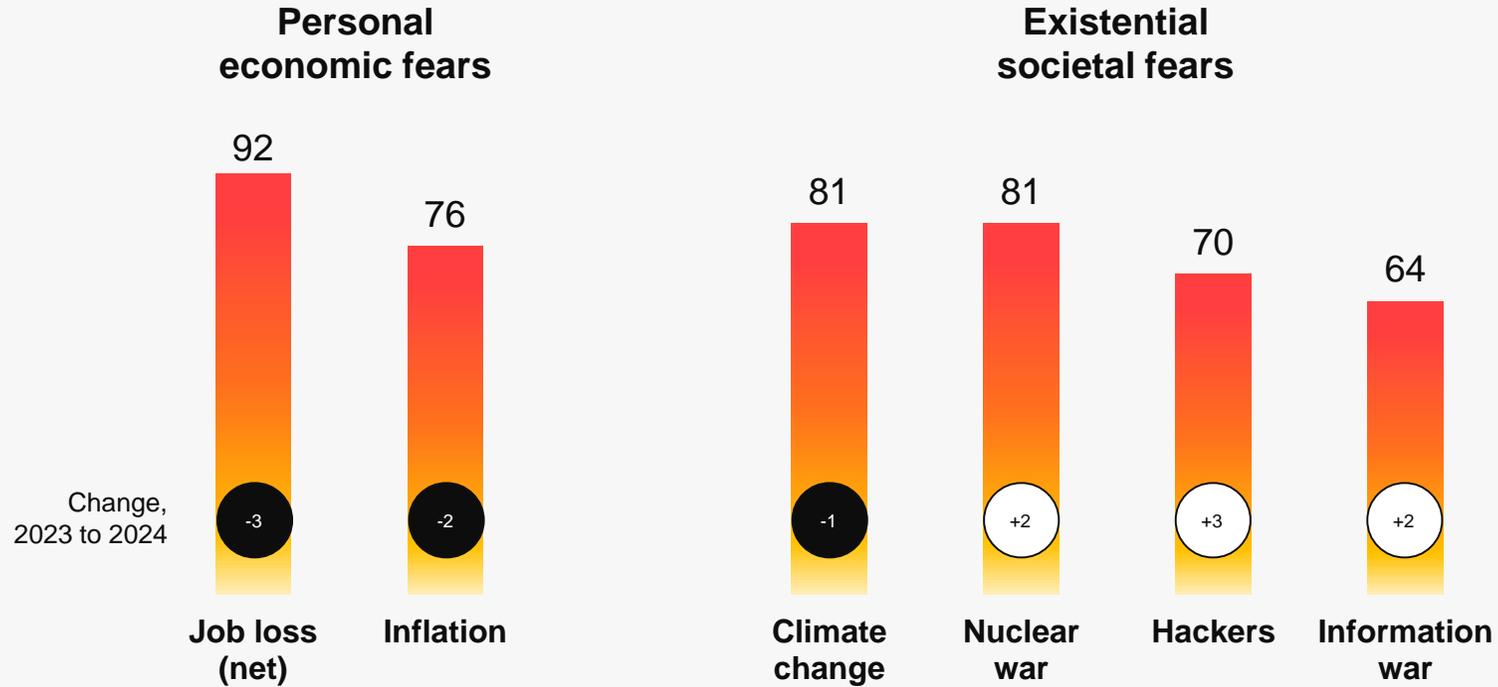
are **purposely trying to mislead people** by saying things they know are false or gross exaggerations



# Societal Fears on Par with Personal Economic Fears

In Italy, percent who worry about...

● ○ + ○ Significant change



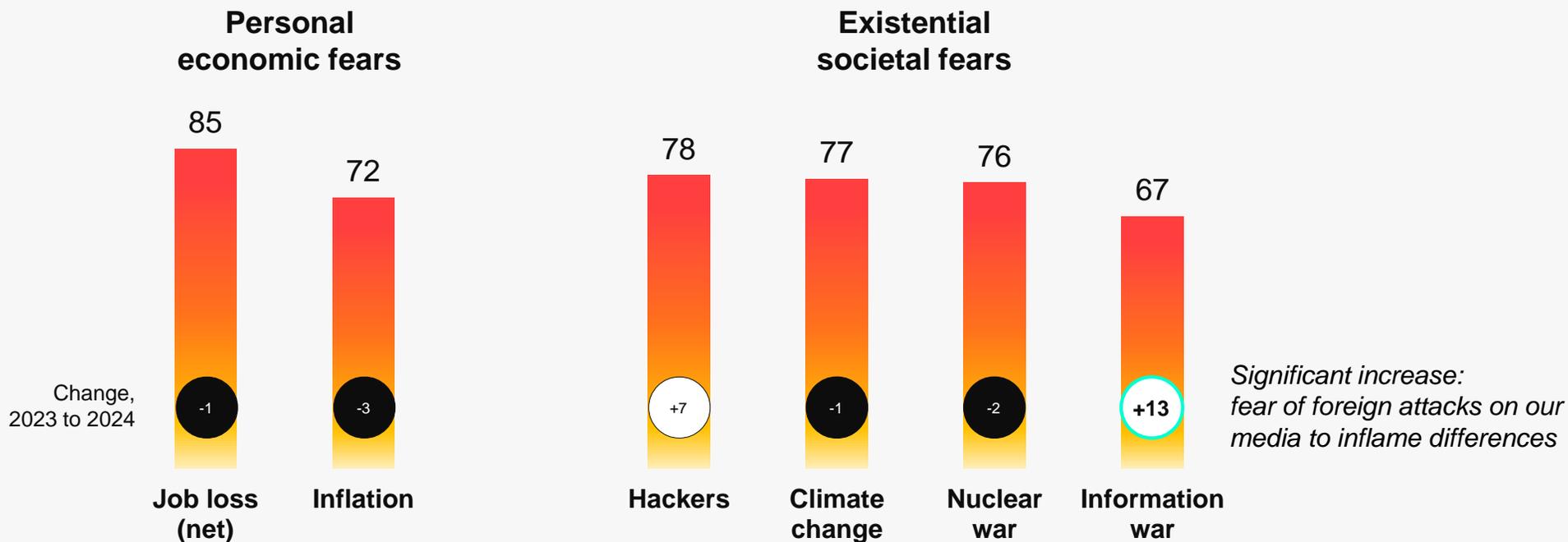
2024 Edelman Trust Barometer. POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Some attributes asked of half the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



# Societal Fears on Par with Personal Economic Fears

In France, percent who worry about...

● ○ + ○ Significant change

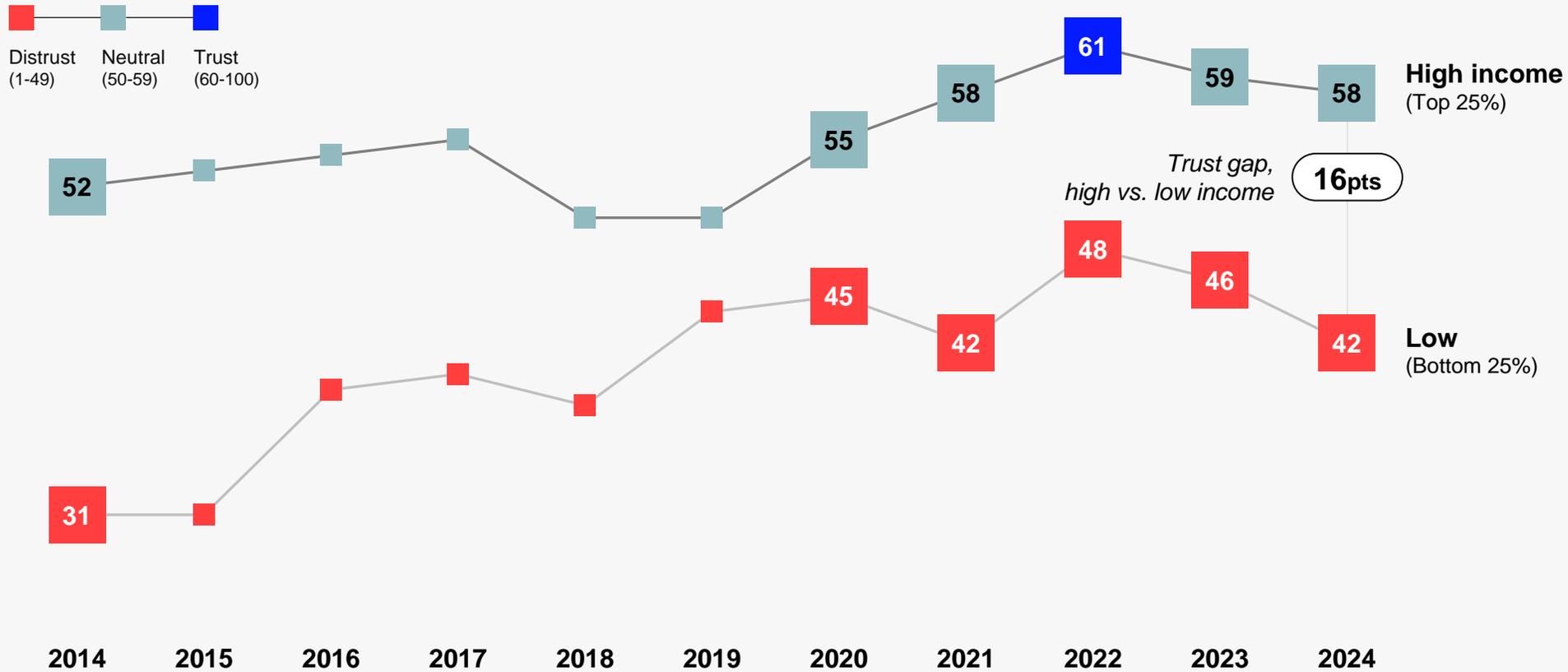


**2024 Edelman Trust Barometer.** POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Some attributes asked of half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



# Income-Based Trust Inequality Persists in Italy

Trust Index, Italy

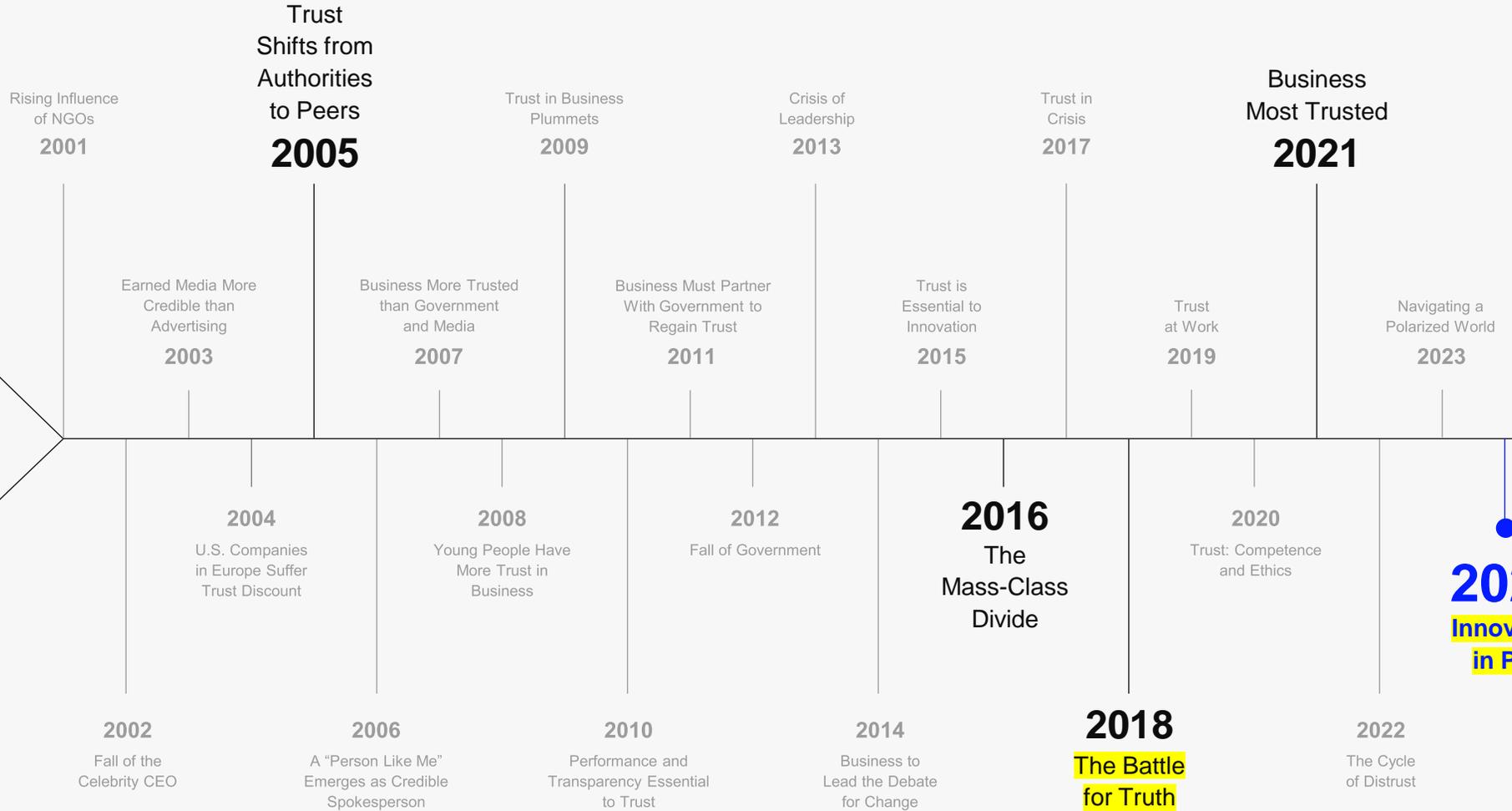


2024 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Italy, by income.



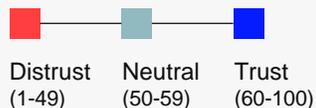
# 24

Years of Trust:  
power shifts,  
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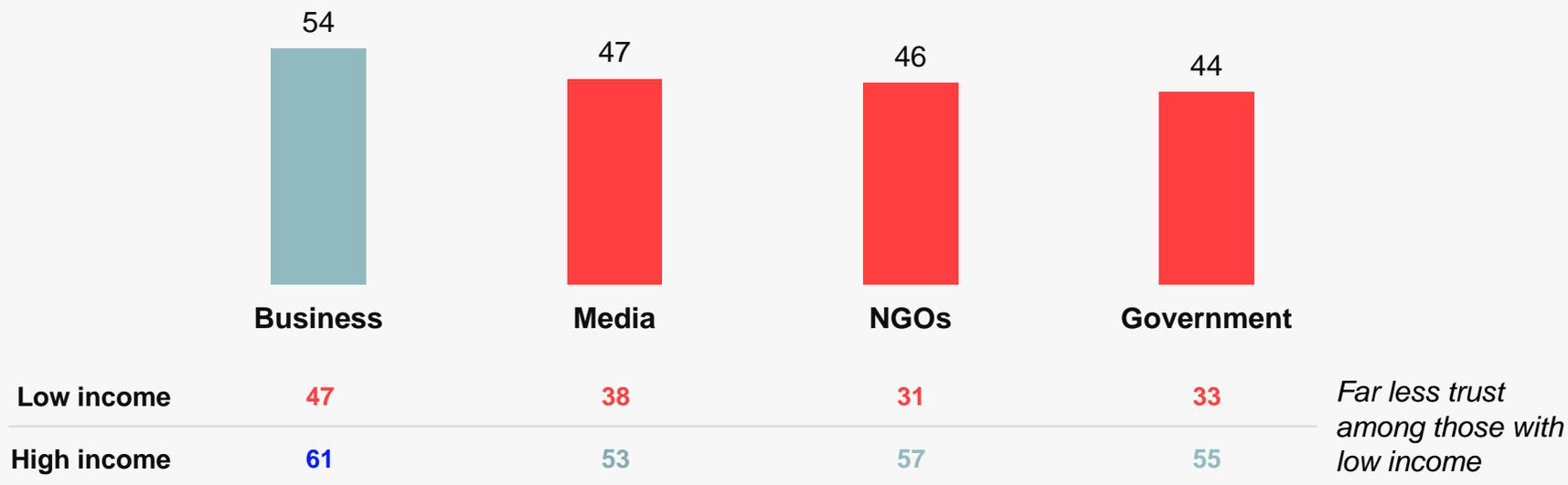
# Trust Imbalance: Business Most Trusted to Integrate Innovation into Society

Percent trust, in Italy



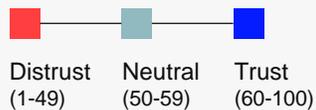
**I trust each with the introduction of innovations into society, ensuring they are**

- *Safe*
- *Understood by the public*
- *Beneficial*
- *Accessible*



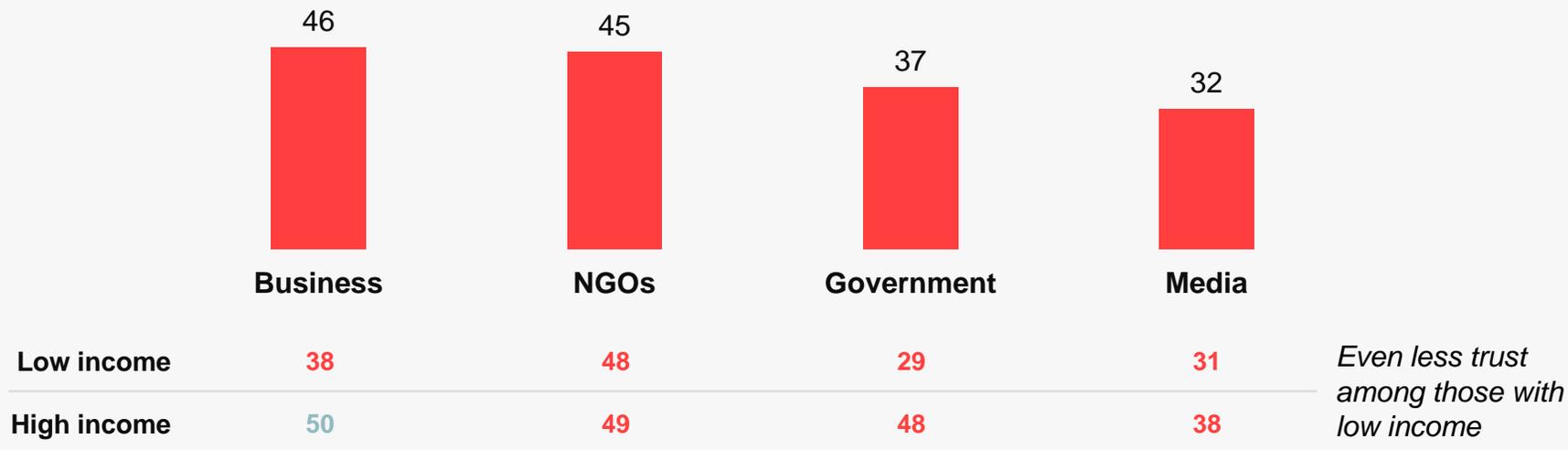
# All Institutions Distrusted to Integrate Innovation into Society

Percent trust, in France



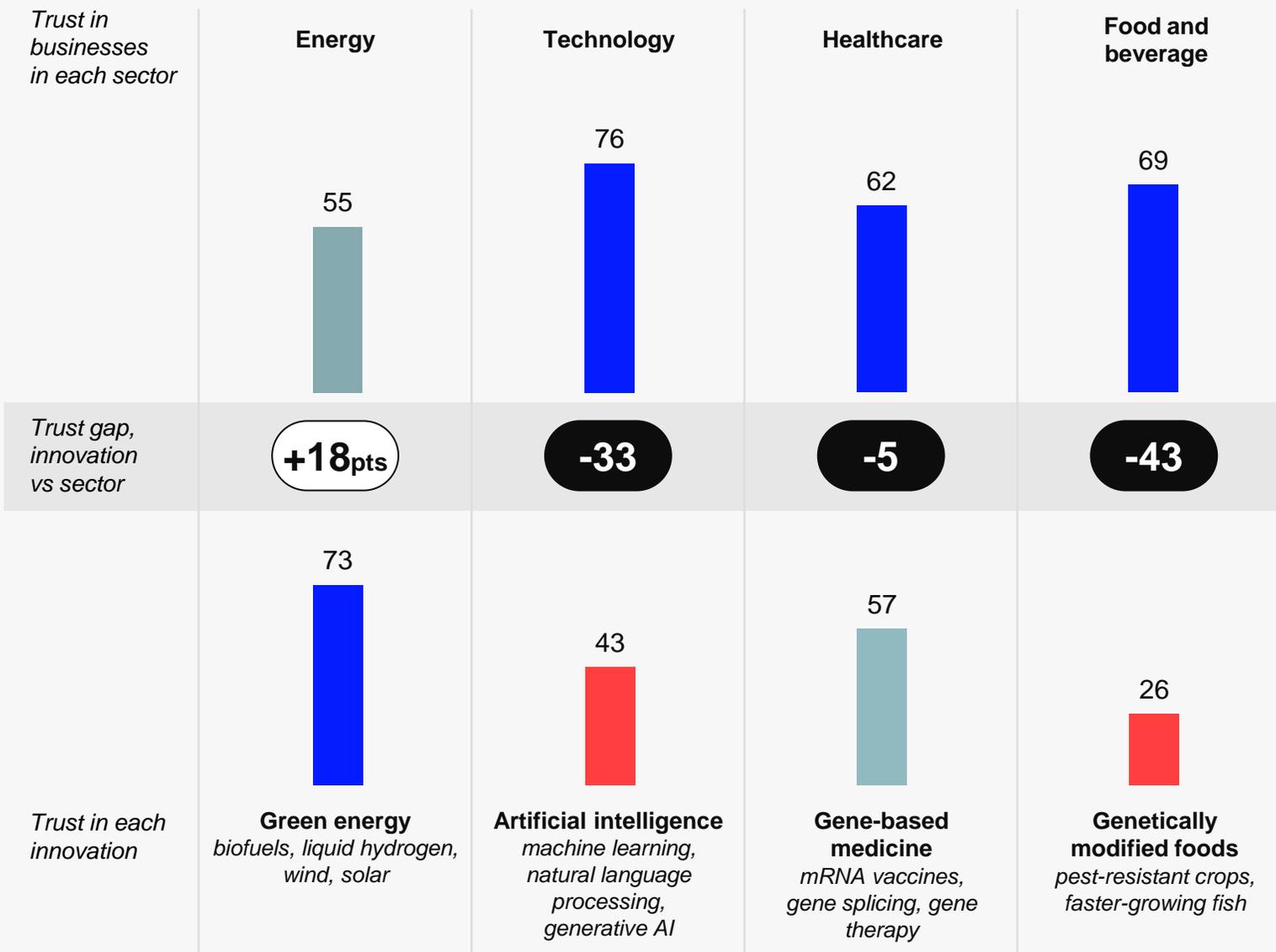
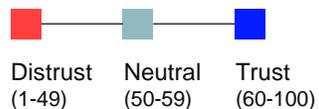
**I trust each with the introduction of innovations**  
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- *Accessible*



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

Percent trust, in Italy

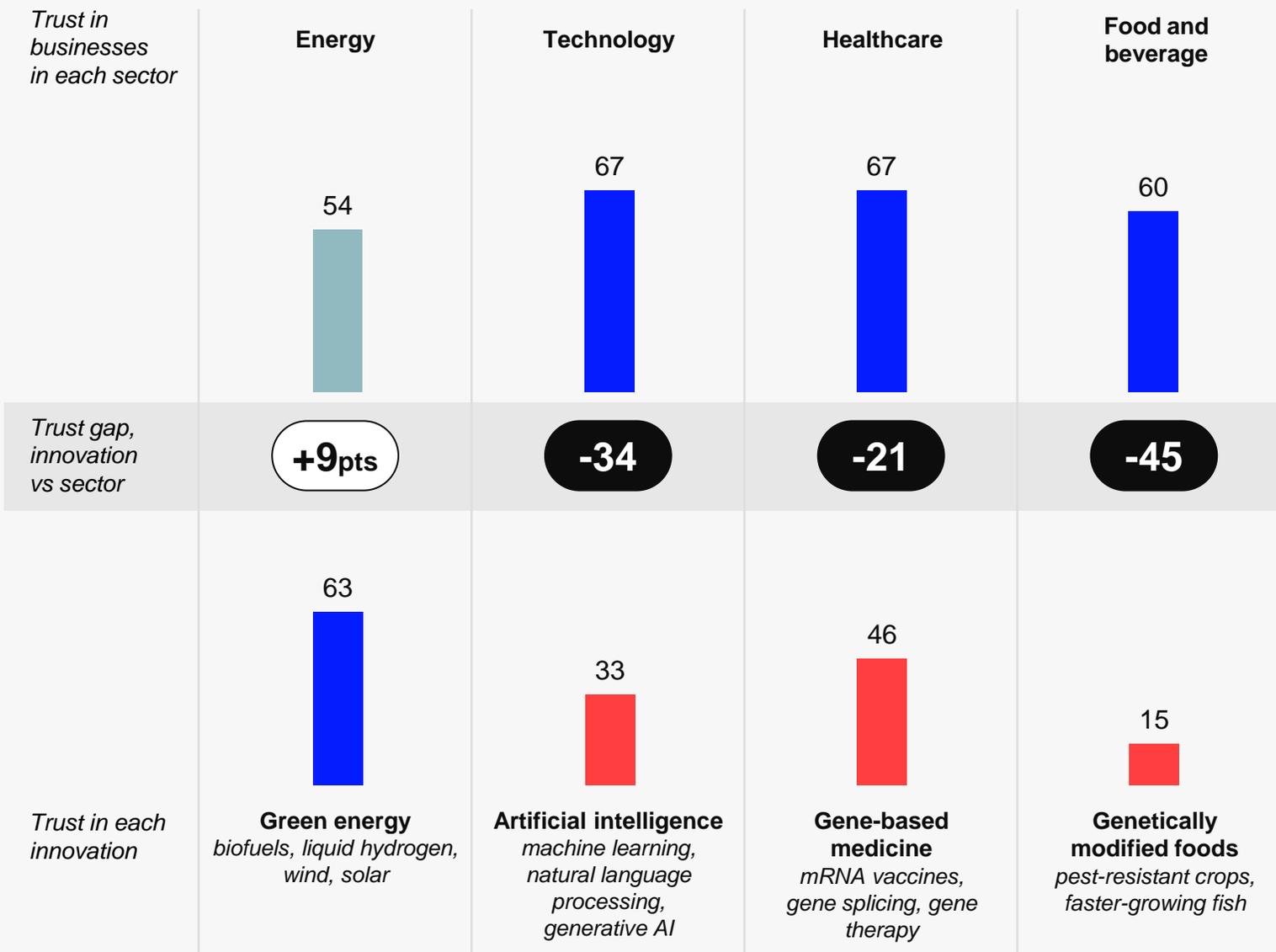
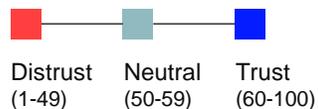


2024 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. TEC\_TRU. How much do you trust each of these technologies? 9-point scale; top 4 box, trust.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



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

Percent trust, in France



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, France.



# Innovation is on the Ballot



# Government Lacks Competence to Regulate Emerging Innovations

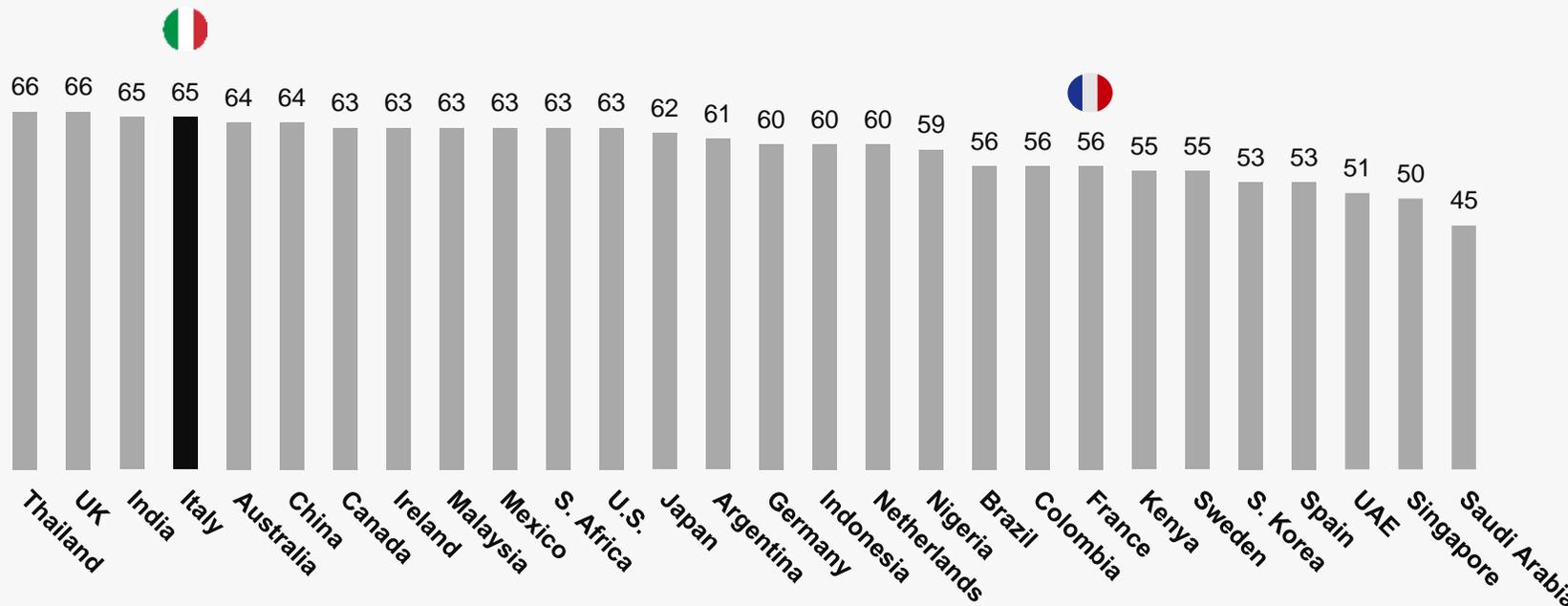
Percent who say this is true

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 Italy

**Science has become politicized** in this country

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

53%

53%

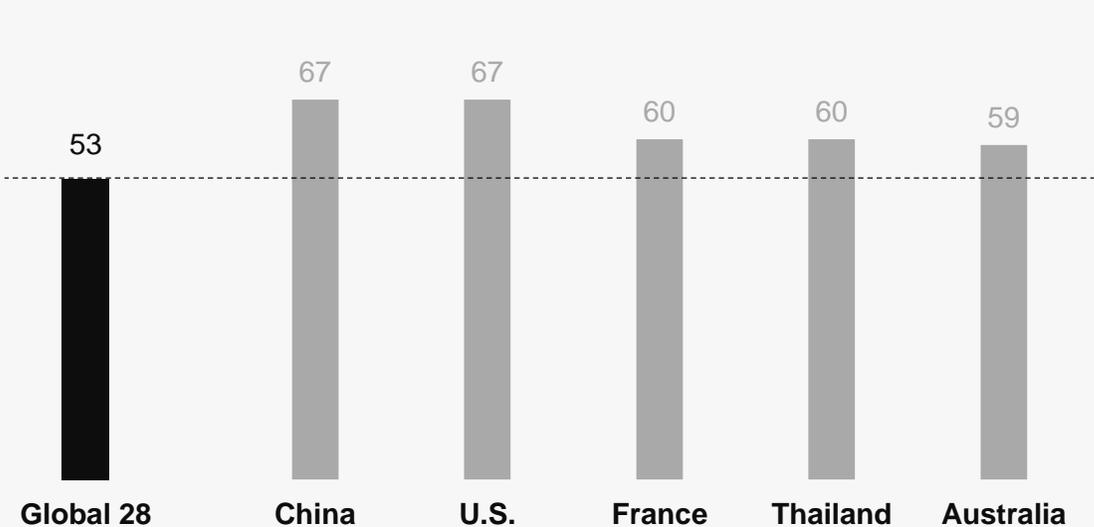


# Concerned Government Has Too Much Influence on Science

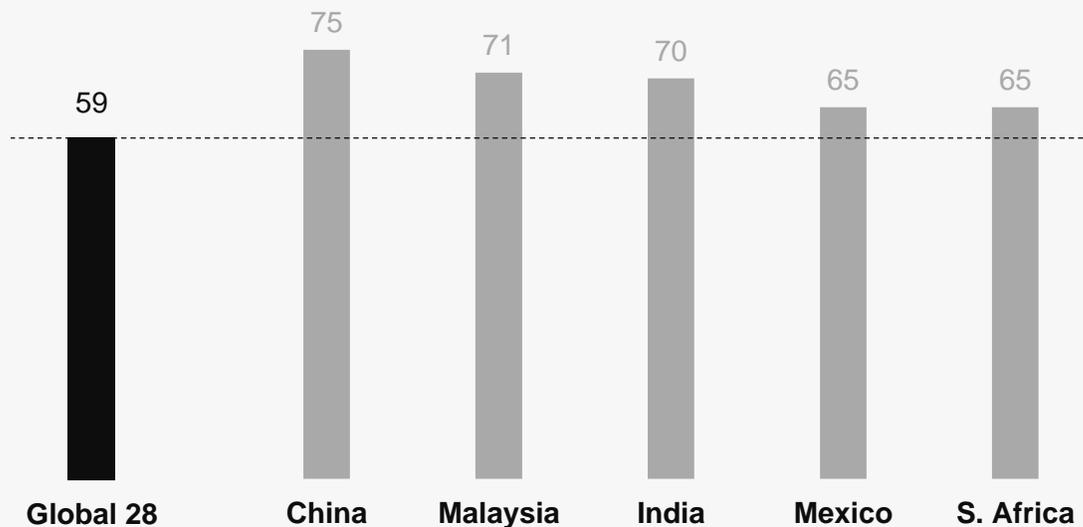
Percent who agree

GLOBAL 28  Top 5 of 28 countries

Science has become politicized in this country



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



2024 Edelman Trust Barometer. CHG\_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 28-mkt avg. The five countries listed have the highest agreement, with ties broken by decimal to determine rank order.

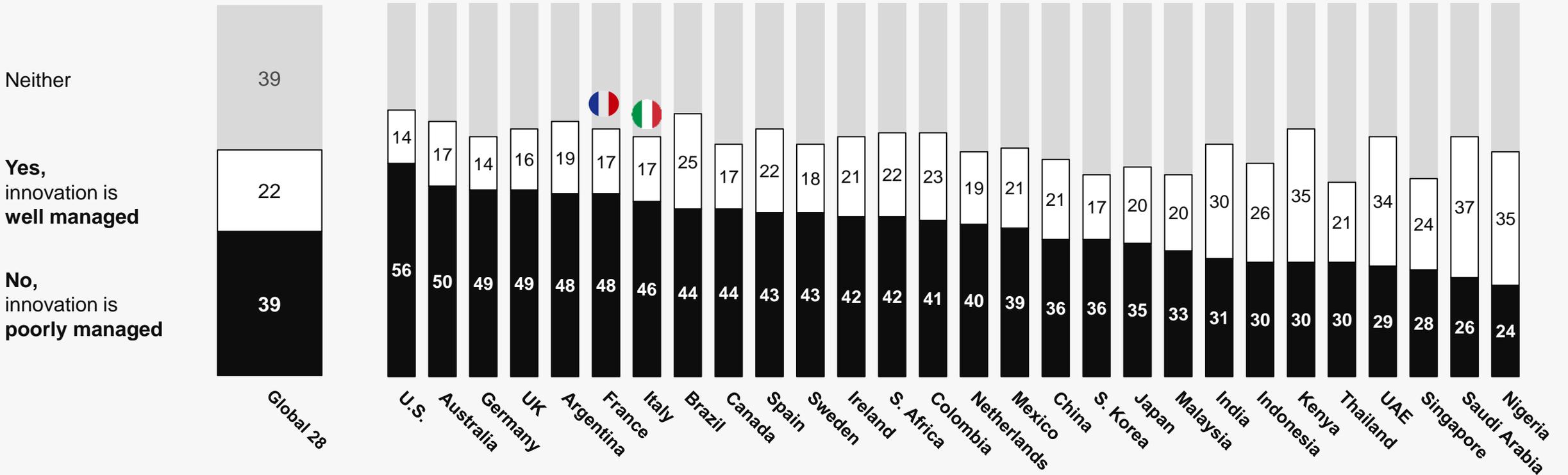


# Nearly All Countries More Likely to Believe Innovation is Mismanaged Rather Than Well Managed

On average, percent who say

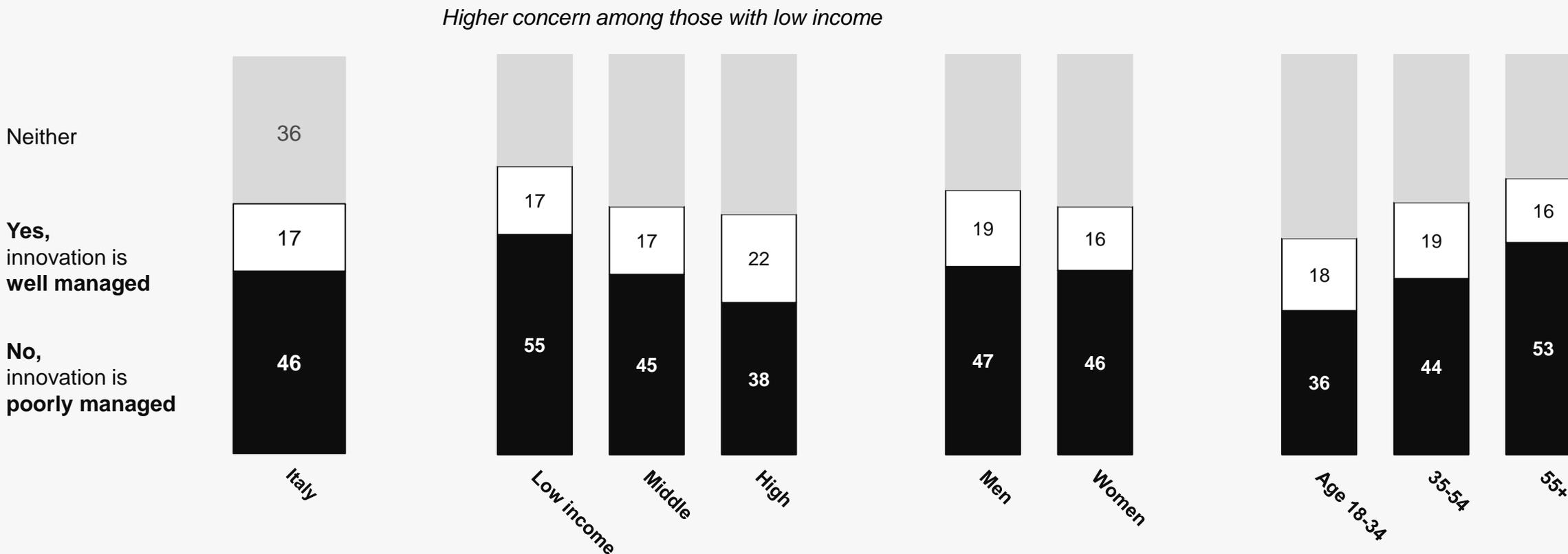
GLOBAL 28

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



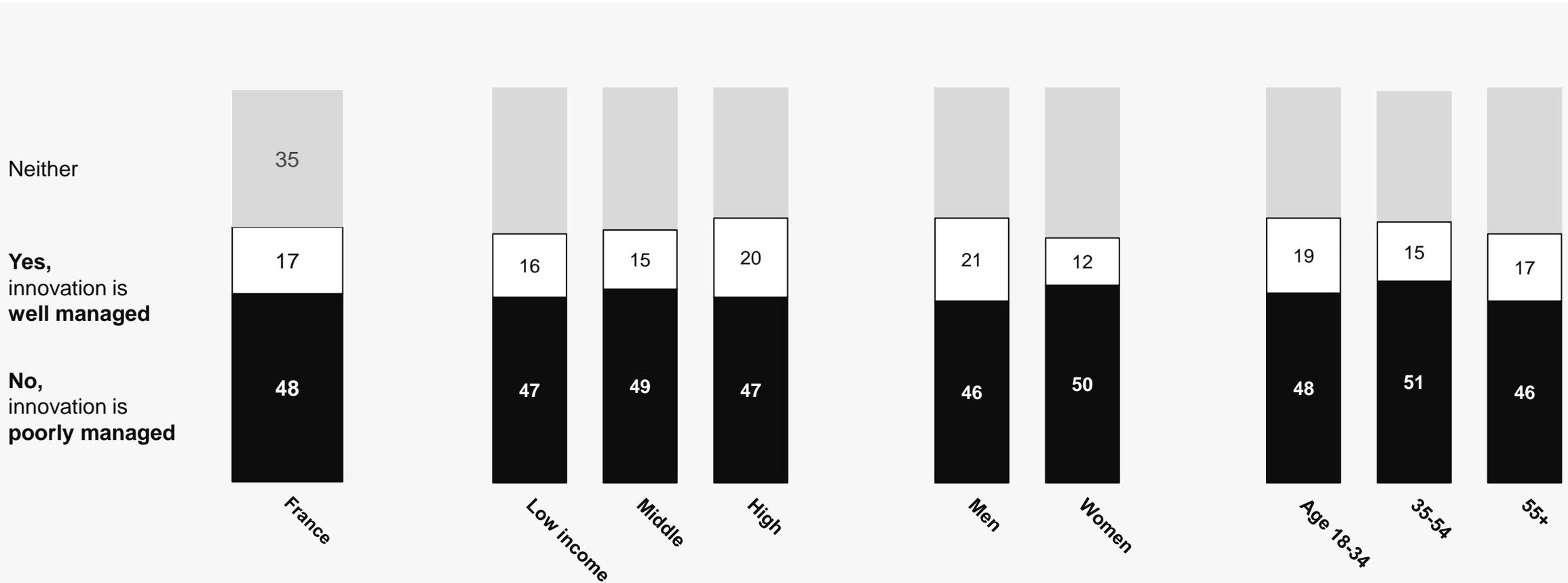
# In Italy, Concern Innovation is Mismatched Shared Across Income, Gender, and Age

On average, percent who say, in Italy



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

On average, percent who say, in France

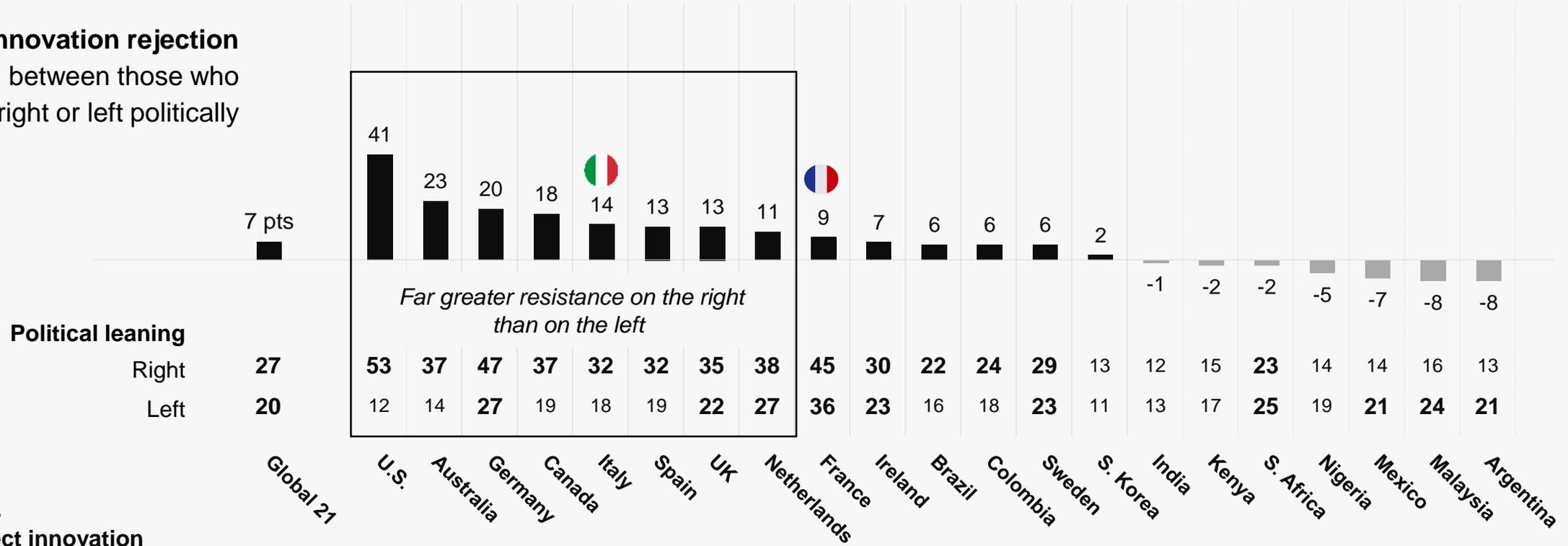


# In Western Democracies, Resistance to Innovation Is Political

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

2024 Edelman Trust Barometer. CHG\_TEC\_COM. How would you characterize your feelings about each of the following? 5-point scale; Data is showing the percent of respondents who, on average, rejected innovation when looking at the mean scores "acceptance ratings" for each of the four innovations, and the differences between those who lean left or right politically. Those that rejected innovation averaged a score between 1 and 2.49 on the 5-point scale. General population, 21-mkt avg., by political leaning. Political leaning is not asked in China, Saudi Arabia, Thailand or the UAE. Indonesia, Japan, and Singapore are excluded from the analysis due to having sample sizes too low to report (less than n100).





World Health  
Organization

World Health  
Organization



World Health  
Organization

# A Reset for Science in Society

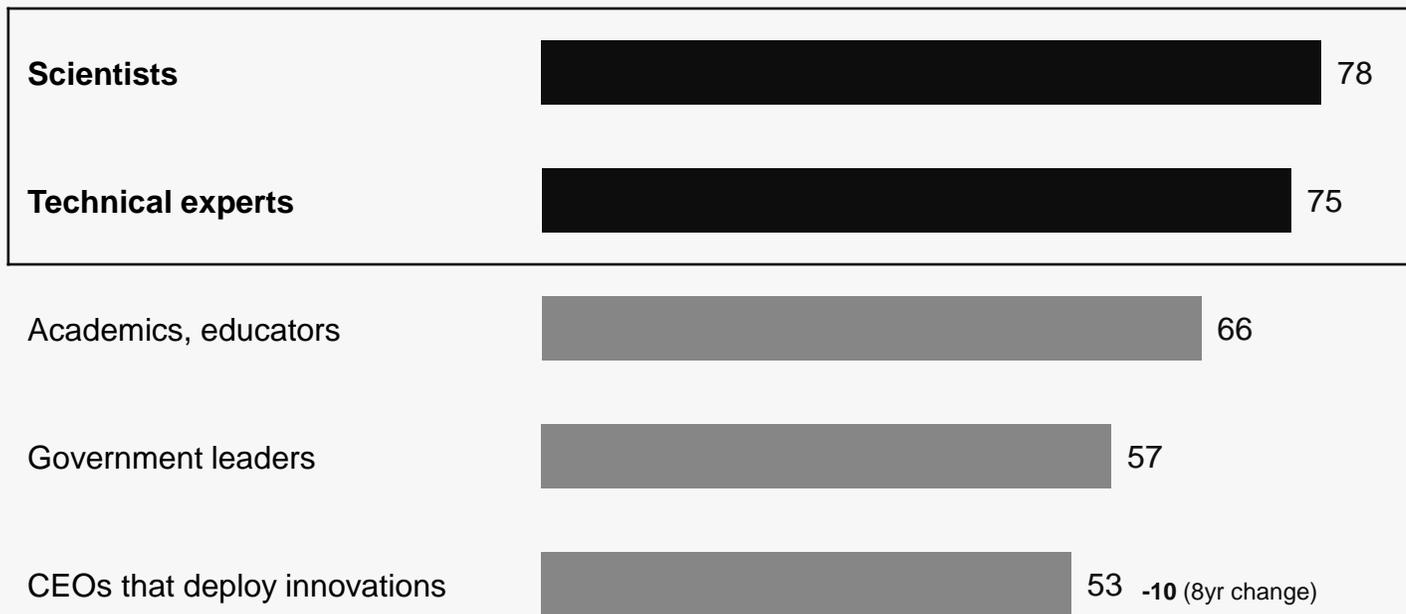


# Scientists and Experts Expected to Lead on Implementation of Innovation

Percent who say, in Italy

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

Showing top 5 of 11 items

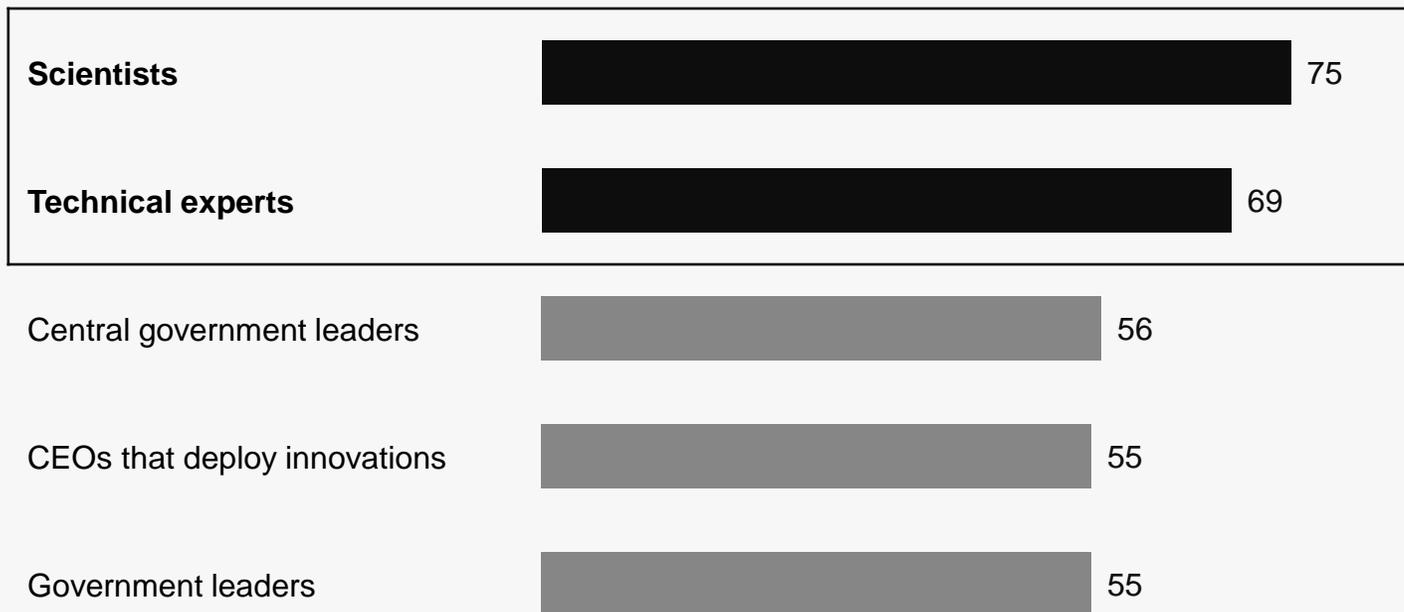


# Scientists and Experts Expected to Lead on Implementation of Innovation

Percent who say, in France

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

Showing top 5 of 11 items



# CEOs: Address Impacts of Innovation in Society

Percent who say

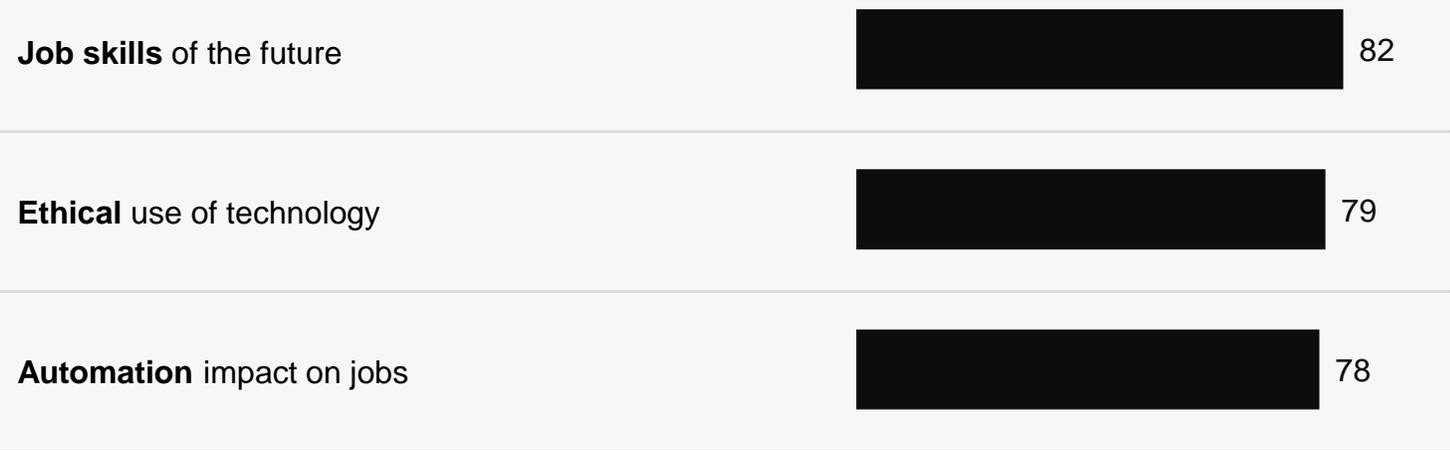
GLOBAL 28

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

# 62%

Among employees,

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

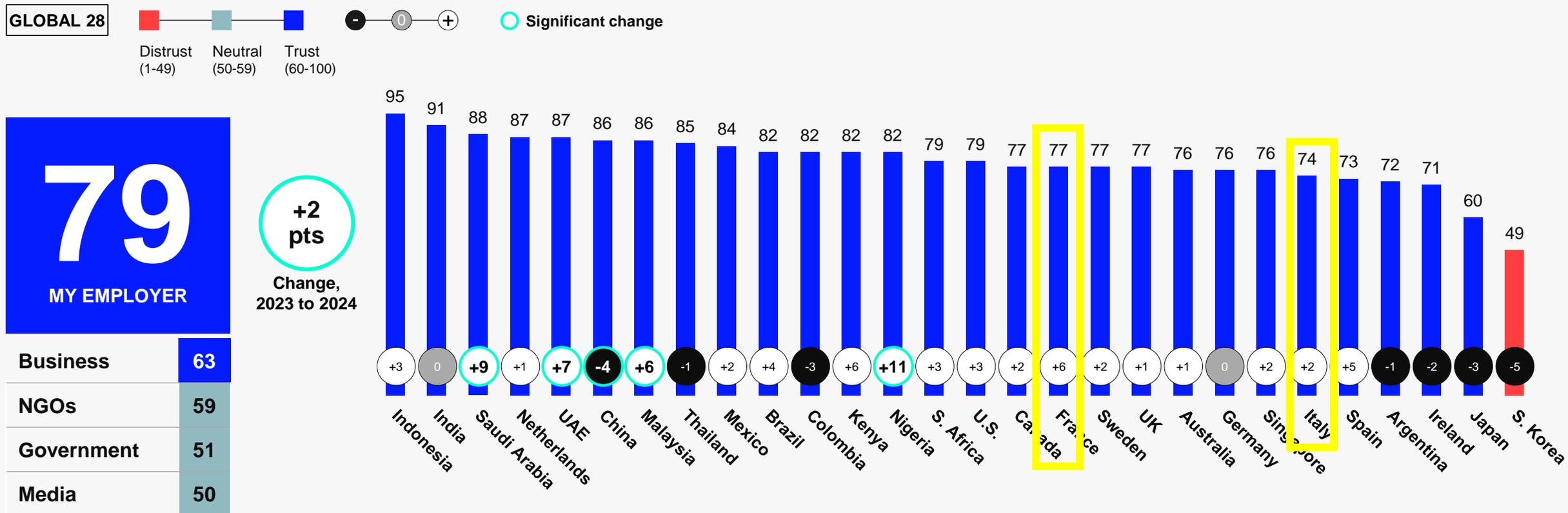


2024 Edelman Trust Barometer. CEO\_RSP\_CHOICE. You are about to see two choices. We want you to choose the one that best describes your beliefs. Question asked of half the sample. CEO\_ISS. How important is it to you that the CEO or head of the organization you work for speaks out publicly about each of the following issues? 9-point scale; top 4 box, important. Question asked of those who are an employee of an organization (Q43/1). General population, 28-mkt avg.



# My Employer Trusted in 27 of 28 Countries

Percent trust



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. "Your employer" 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.

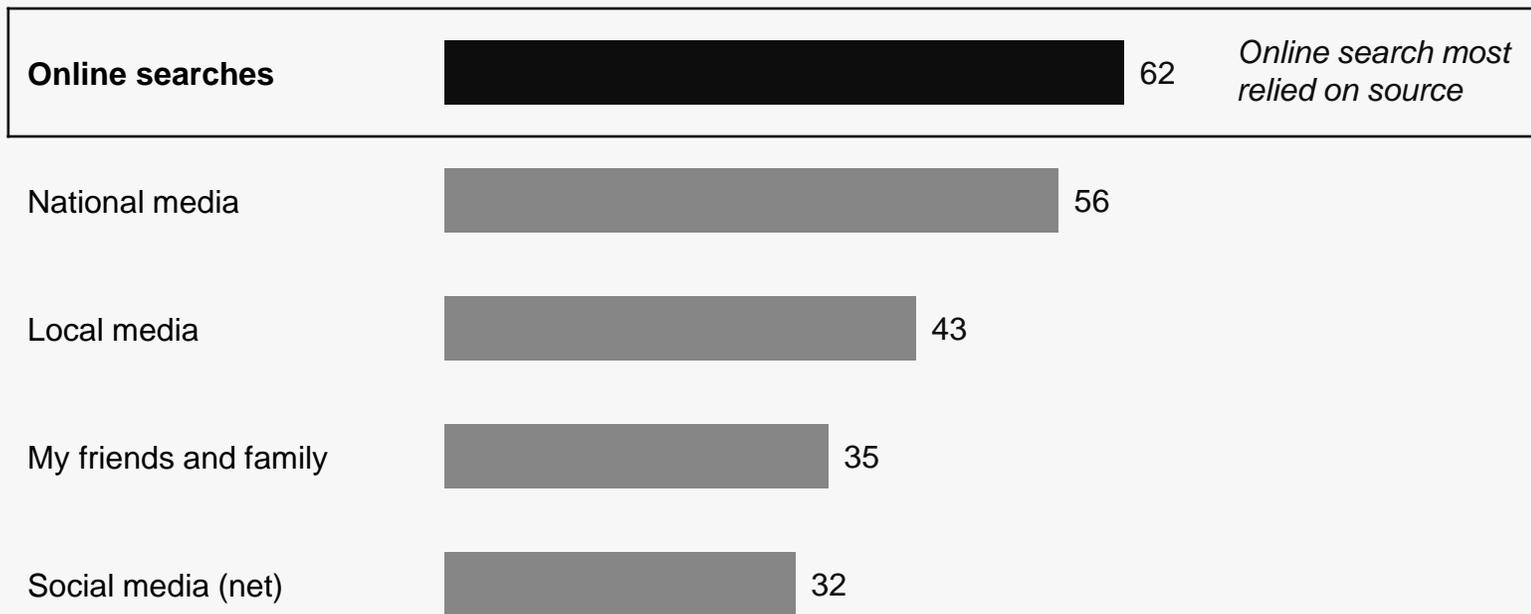


# I'm Doing My Own Research: Help Me Find Information I Can Trust

Percent who say, in Italy

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

Showing top 5 of 9 items

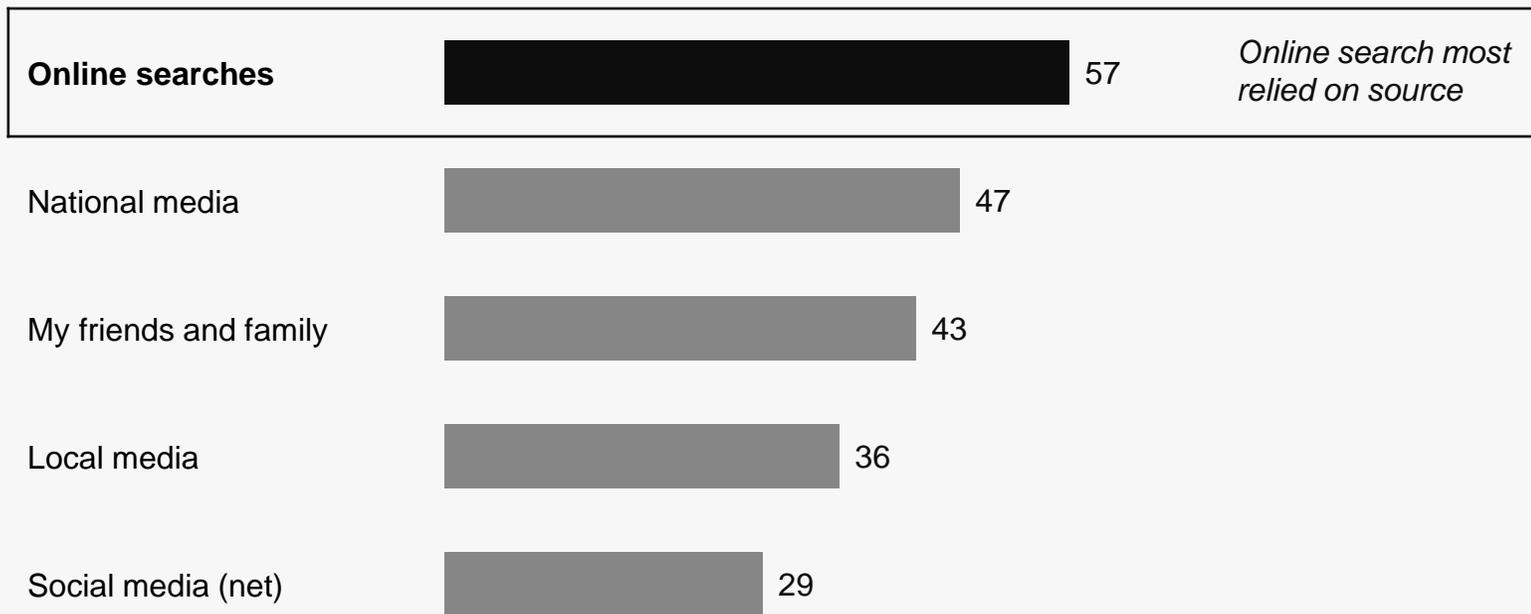


# I'm Doing My Own Research: Help Me Find Information I Can Trust

Percent who say, in France

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

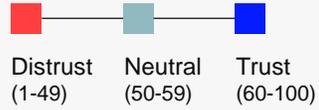
Showing top 5 of 9 items



# Trust in News Sources: 10 Year Trend

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

ITALY



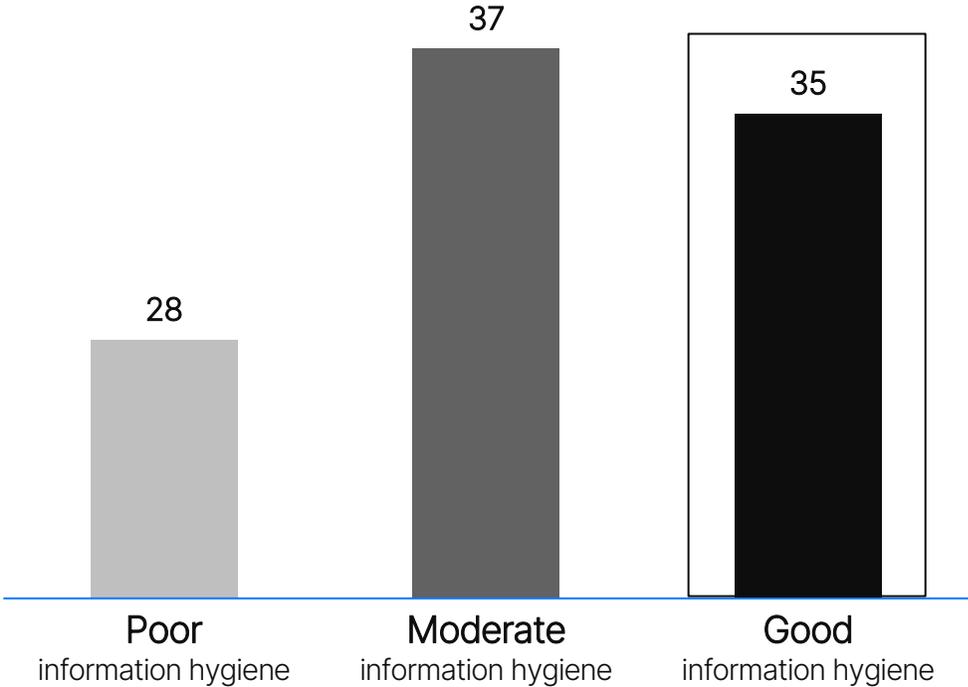
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	10yr change
Search engines	61	66	68	70	73	69	69	65	59	62	63	+2
Traditional media	51	55	56	61	65	66	69	65	52	54	53	+2
Owned media	38	45	46	53	53	47	53	49	34	37	37	-1
Social media	45	47	48	44	43	37	36	33	30	27	31	-14



# IN ITALY, 1 IN 3 HAVE GOOD INFORMATION HYGIENE

Percent in each segment

- Information hygiene:**
- 1. News engagement
  - 2. Avoid information echo chambers
  - 3. Verify information
  - 4. Do not amplify unvetted information



**67%** of respondents **share or forward news items** that they find to be interesting.

Of those, **only 38%** have good information hygiene

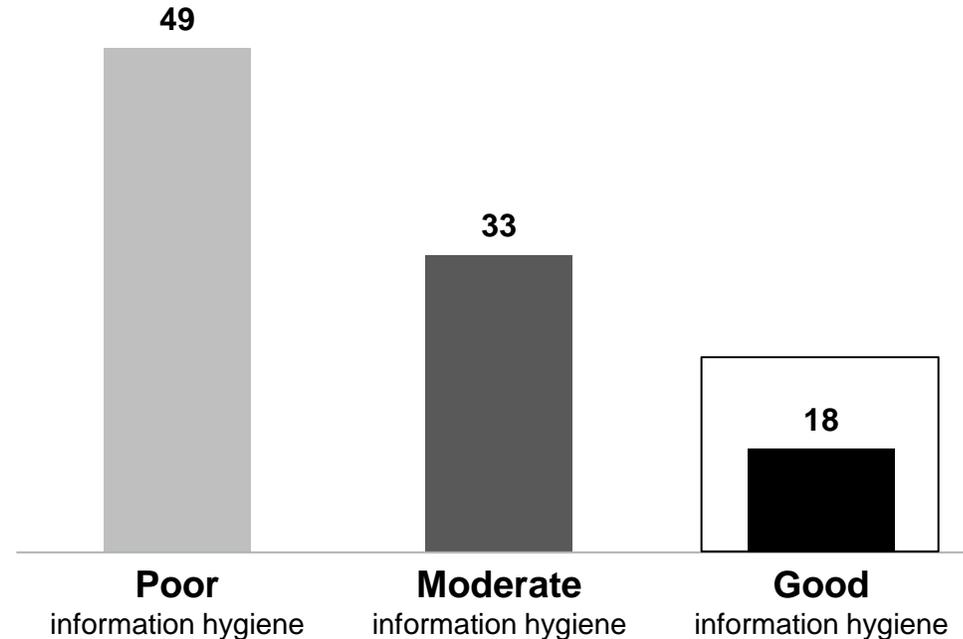


# IN FRANCE, LESS THAN 1 IN 5 HAVE GOOD INFORMATION HYGIENE

Percent in each segment

## Information hygiene:

1. News engagement
2. Avoid information echo chambers
3. Verify information
4. Do not amplify unvetted information



**44%** of respondents **share or forward news items** that they find to be interesting.

Of those, **only 22%** have good information hygiene

# Restoring Trust in the Promise of Innovation



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

Percent who say

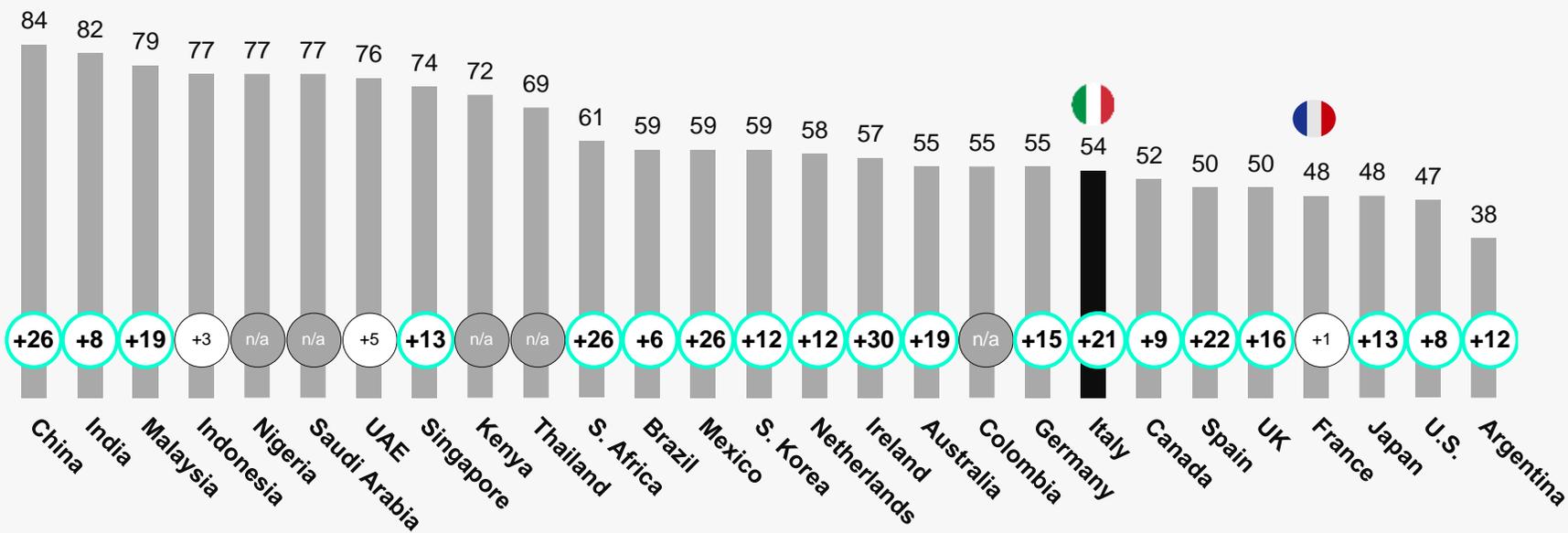
GLOBAL 22 2015 to 2024 ○ Significant change

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.



# 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.



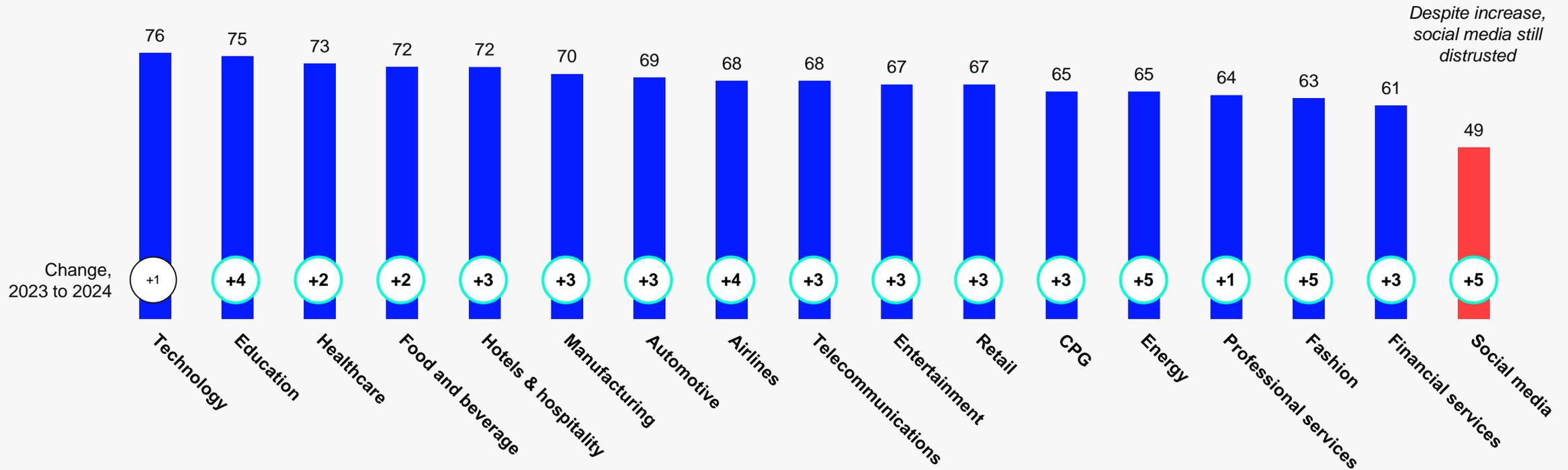
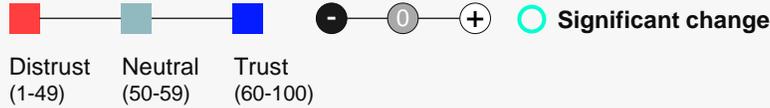
# Trust across Industry Sectors and Type of Business



# Significant Trust Increases Across Most Industry Sectors

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

**GLOBAL 25** Excludes Mexico, S. Africa, U.S.



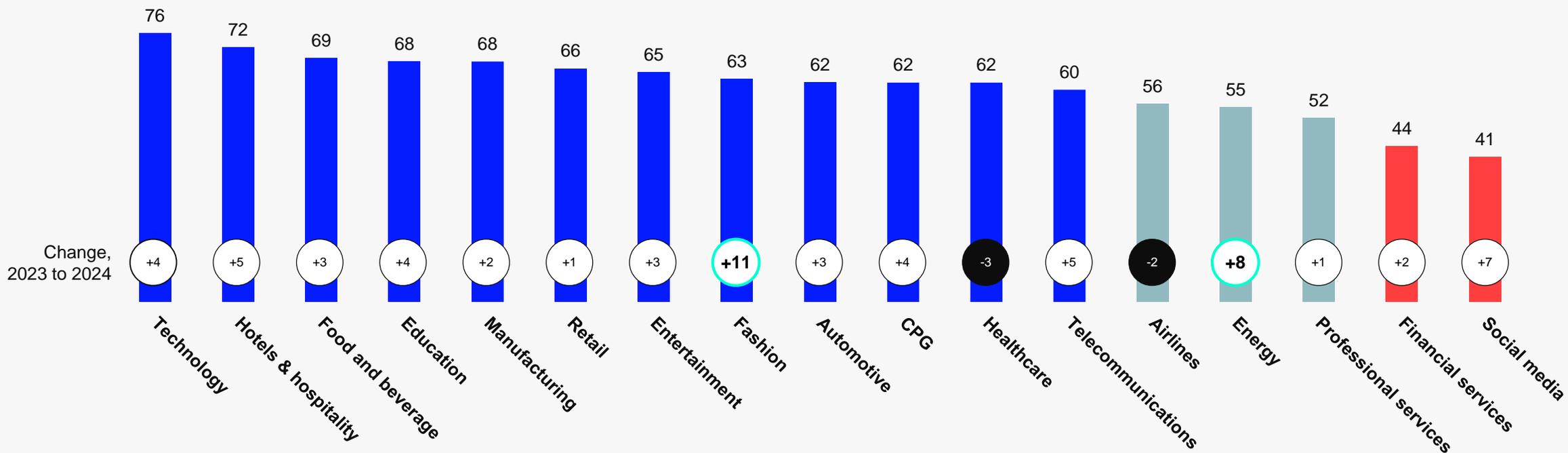
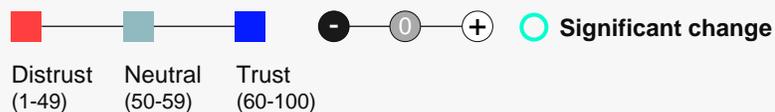
2024 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 25-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In S. Africa, the Afrikaans translation for "Food and beverage" was updated in 2024. In Mexico and the U.S., the Spanish translation for "Automotive" 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 sectors to ensure a consistent global average is shown for each.



# In Italy, Significant Trust Increases Within Fashion and Energy Industry Sectors

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



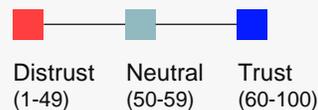
2024 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, Italy. Year-over-year changes were tested for significance using a t-test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



# Trust in Industry Sectors: 10 Year Trend

Percent trust, in Italy

ITALY



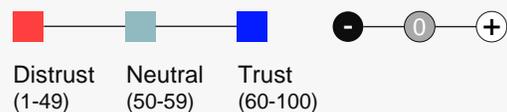
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	10yr change
Technology	72	78	77	78	79	78	78	70	69	73	72	0
Food & beverage	59	63	64	64	64	62	65	62	65	67	66	+7
Manufacturing	-	-	-	70	73	70	76	71	64	68	66	-
Healthcare	-	-	-	50	54	57	59	61	66	68	65	-
Retail	-	-	-	73	72	74	75	70	64	67	65	-
Education	-	-	-	60	63	61	63	60	58	63	64	-
Entertainment	58	66	66	64	65	66	68	64	59	59	62	+4
Automotive	54	63	64	54	63	58	66	61	57	62	59	+5
CPG	55	58	59	57	62	60	62	59	61	55	58	+3
Telecommunications	53	57	60	60	62	57	61	56	58	58	55	+2
Fashion	-	-	-	65	67	66	70	64	57	52	52	-
Professional services	-	-	-	56	61	65	60	57	53	56	51	-
Energy	49	54	56	56	59	62	62	57	54	53	47	-2
Financial services	26	32	36	40	41	43	41	41	42	42	42	+16
Social media	-	-	-	-	-	-	-	-	36	32	34	-



# Trust in Industry Sectors: 10 Year Trend

Percent trust

GLOBAL 21

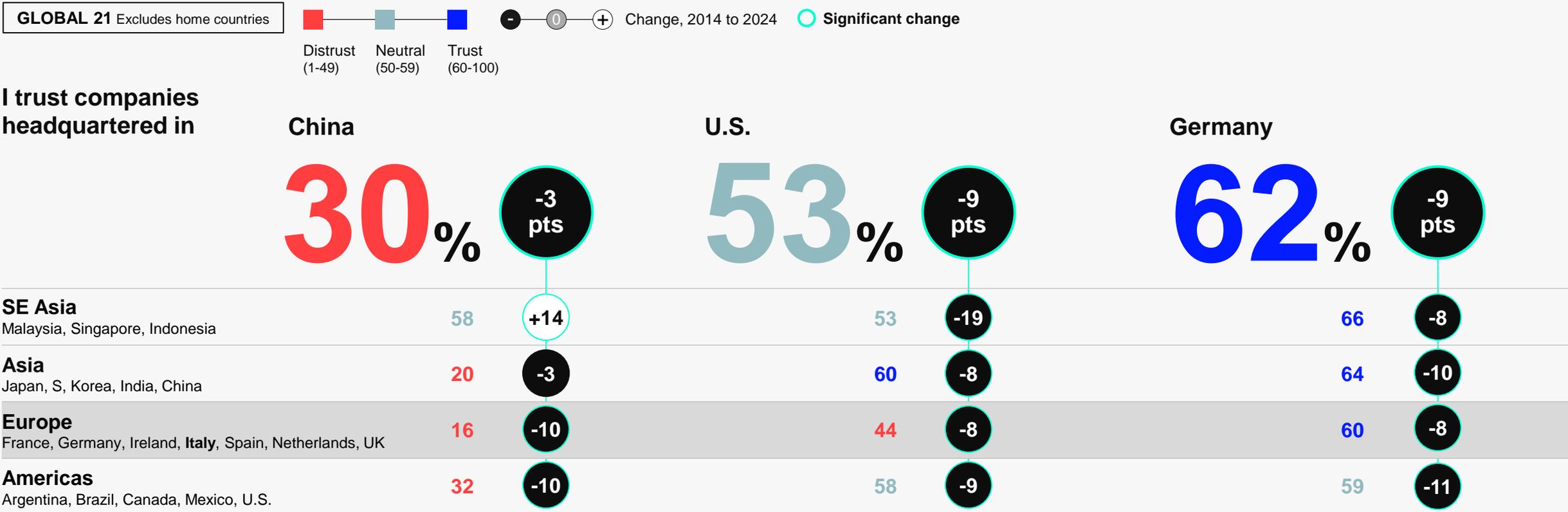


	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	10yr change
Technology	74	77	74	76	76	75	79	75	69	73	74	0
Education	-	-	-	68	71	72	71	69	66	69	70	-
Healthcare	-	-	-	65	68	66	69	68	68	70	70	-
Food & beverage	66	67	65	66	69	65	70	68	66	68	69	+3
Manufacturing	-	-	-	68	70	68	71	70	65	68	66	-
Automotive	67	70	67	62	66	63	69	67	61	64	65	-2
Retail	-	-	-	68	70	68	71	69	64	66	64	-
Telecommunications	61	62	60	61	64	64	68	65	62	63	64	+3
Entertainment	64	66	65	66	66	64	69	65	60	62	63	-1
CPG	61	62	61	62	64	61	66	63	60	61	62	+1
Professional services	-	-	-	64	67	69	68	67	62	64	62	-
Energy	58	58	57	59	62	63	65	63	60	61	59	+1
Fashion	-	-	-	64	65	64	65	63	56	56	56	-
Financial services	48	49	49	53	55	55	58	57	53	55	56	+8
Social media	-	-	-	-	-	-	-	-	45	43	42	-



# 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

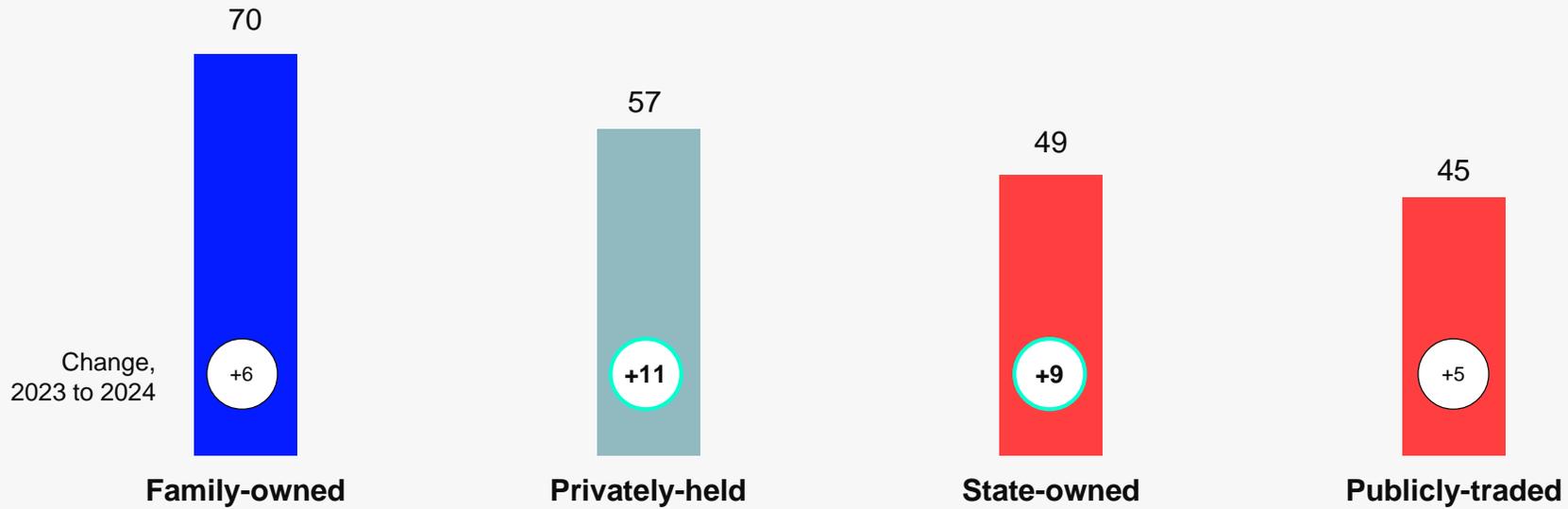
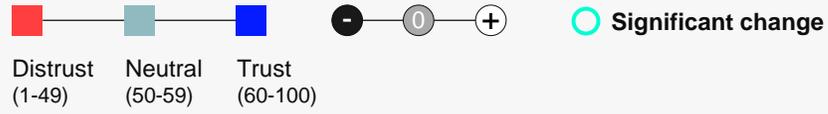


2024 Edelman Trust Barometer. TRU\_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample.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

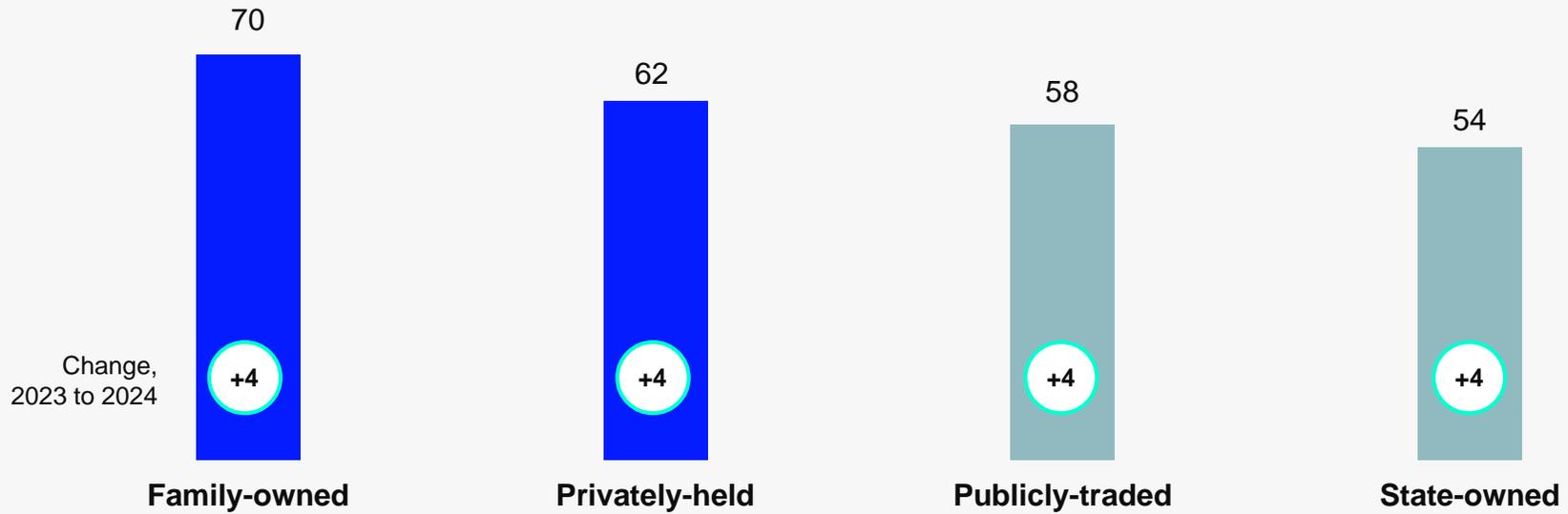
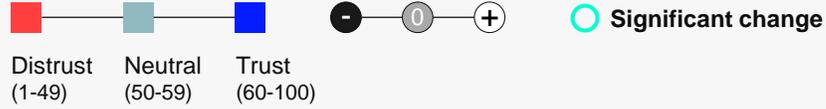
Percent trust in each type of business to do what is right, in Italy



# Family-Owned Businesses Most Trusted

Percent trust in each type of business to do what is right

GLOBAL 28

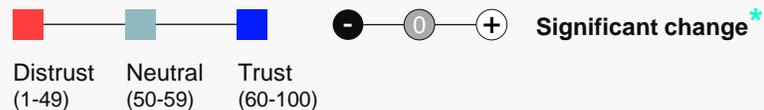


2024 Edelman Trust Barometer. TRU\_ORG. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Family-Owned Business Most Trusted Type of Business

Percent trust in each type of business to do what is right, in Italy



	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	10yr change
<b>Family-owned</b>	80	74	76	79	-	77	75	66	68	64	70	-10
<b>Privately-held</b>	59	58	58	61	-	60	56	51	54	46	57	-2
<b>State-owned</b>	37	31	39	47	-	51	42	44	47	40	49	+12
<b>Publicly-traded</b>	44	41	47	52	-	49	50	44	43	40	45	+1



2024 Edelman Trust Barometer. TRU\_ORG. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, Italy. Ten-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# 2024 EDELMAN TRUST BAROMETER

## Top Findings

**1** Trust Index: Italy leads on Trust in Europe thanks to Business. Most industry sectors up.

**2** Scientists, technical experts are trusted sources (to lead on innovation but not only).

**3** CEOs' trust increased in 10 years (as spokespersons on key societal issues). My employer's trust boomed.

**4** Personal economic fears and income-based trust inequality persist in Italy.

**5** Innovation should be linked to effective regulation and benefit for the community.

**6** Trust in news sources: the drop in social media. 38% Italians have a good information hygiene. 40% of young people doesn't have a clear opinion on how innovation is managed.



# WORLD ECONOMIC FORUM ANNUAL MEETING 2024

## REBUILDING TRUST AMID UNCERTAINTY

At a moment of growing fragmentation and polarization, the World Economic Forum's Annual Meeting 2024 served as a platform for advancing **dialogue**, **cooperation** and **action-oriented partnership**.

More than 450 sessions and workshops took place during the Annual Meeting 2024, facilitating dialogue, debate and alignment across many perspectives. Over the course of the week, the Forum and its partners also launched or advanced more than 50 high-impact initiatives, serving as ongoing platforms for multi-year collaboration across geographies and industries.

*"We must rebuild trust – trust in our future, trust in our capacity to overcome challenges, and most importantly, trust in each other,"* said Klaus Schwab, Founder and Executive Chairman of the World Economic Forum. *"Trust is not just a feeling; trust is a commitment to action, to belief, to hope."*

The Forum announced it will hold a special meeting, hosted by the Kingdom of Saudi Arabia, on "Global Cooperation, Growth and Energy for Development" on **28-29 April 2024 in Riyadh**.

### GENERAL SENTIMENT:

We are facing a completely new reality

We are all learning by doing, trying to understand this complexity

We need to adapt ourselves to this new reality. Challenges will not stop, they will change

We are moving to a non-normality

### APPROACH:

Urgency is our only saviour

Leaders need to pull together



# WORLD ECONOMIC FORUM ANNUAL MEETING 2024

## REBUILDING TRUST AMID UNCERTAINTY

### AGREEMENT:

**A future of growth and prosperity** is possible only balancing GDP with innovation, resilience, sustainability and inclusion.

Building on momentum from the UNFCCC COP28 meeting, participants focused their discussions on driving energy efficiencies and addressing energy demand and protecting and restoring nature. You cannot impose changes on people. **You have to do the changes with people. From climate crisis to health crisis.**

Discussions on emerging technology at the meeting addressed balancing potential benefits with concerns about security, privacy, safety, accountability, and inclusive and ethical use. “Humans are going to have better tools”. **“We’re still very focused on each other”.**

Investments in the economy, technology, or the environment cannot succeed without the equivalent **investment in people and equitable opportunities.** Participants advanced projects on jobs and skills, digital inclusion and healthcare, among others. **“The Reskilling Revolution”** was timely when the Forum launched the initiative four years ago, and it is now even more urgent,” “As tech adoption continues at pace, increasing people’s employability and providing them with greater control of their prosperity and earning potential is critical to creating a future that is better for the many, not the few.”

**Women** are second-class citizens when it comes **to health.** Closing the gap could be worth \$1 trillion.

By 2050, the global population aged above 60 is projected to more than double from 1 billion in 2020 to 2.1 billion, underscoring the urgent need for strategic approaches to ageing. There' a clear need for a holistic approach that balances health, financial stability and social considerations, and underscores the importance of collaborative, multistakeholder engagement focused on individual needs. The aim is to build sustainable, resilient solutions for the **rapidly ageing global demographic.**

