

# 2026 Edelman Trust Barometer

Trust Amid Insularity  
Insights for the Financial Services Sector

April 2026



# 2026 Edelman Trust Barometer

## METHODOLOGY

### Annual online survey in its 26th year

Fieldwork conducted: Oct 23 – Nov 18, 2025

**28**  
Countries

**33,938**  
Respondents

**1,200+/-**  
Respondents per country\*

Argentina	China	India	Japan	Netherlands	S. Africa	Thailand
Australia	Colombia	Indonesia	Kenya	Nigeria	S. Korea	UAE
Brazil	France	Ireland	Malaysia	Saudi Arabia	Spain	UK
Canada	Germany	Italy	Mexico	Singapore	Sweden	U.S.

Data collected is representative of the general population across age, gender, and region within each country.\*\*

\*The sample size varies by country, from 1,200 to 1,501.

\*\*Data also representative across nationality in Saudi Arabia and UAE, and race/ethnicity in the UK and U.S.

Margin of error for full general population 28-market global average: +/- 0.7 percentage points.

Margin of error for full general population country averages: +/- 3.3 to 3.7 percentage points (varies by country).

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

 Significant change

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.

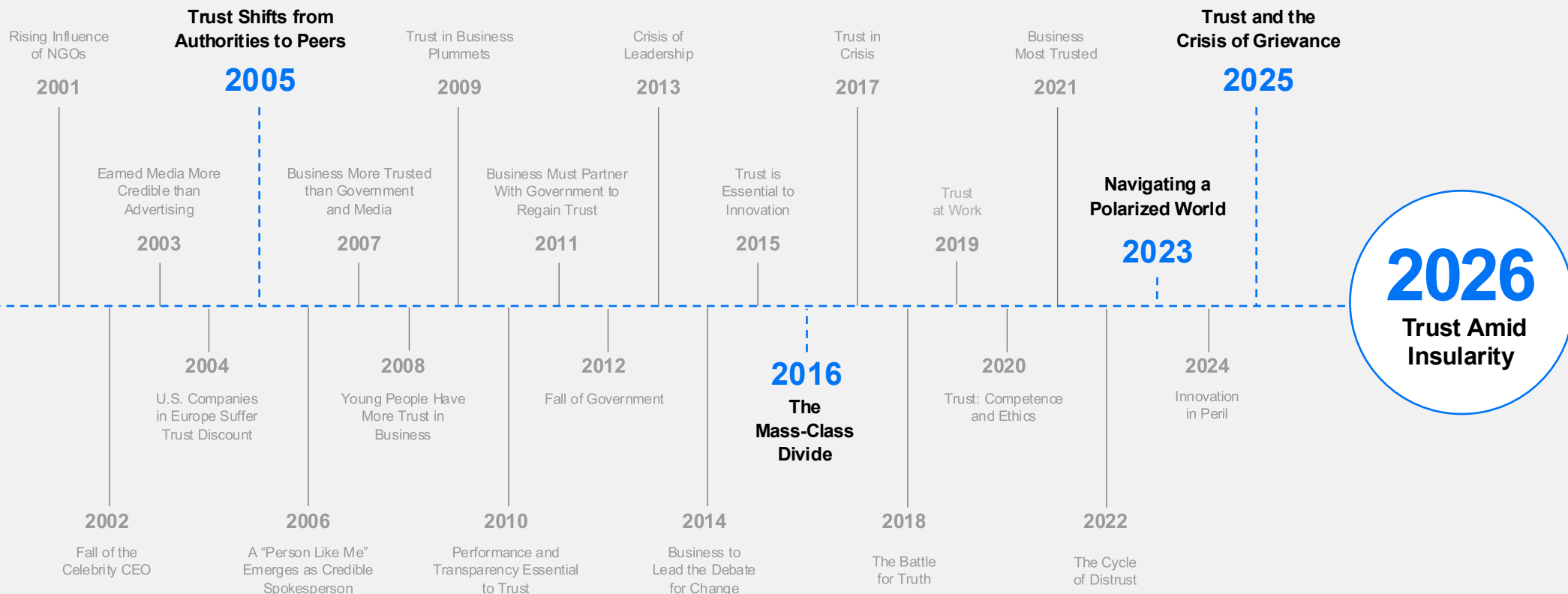
For more details on the margin of error, global averages, country-specific sample information, questions asked to partial sample, or to see the full text for any shortened statements, please see the Technical Appendix.

All contents in this report are the property of the Edelman Trust Institute.

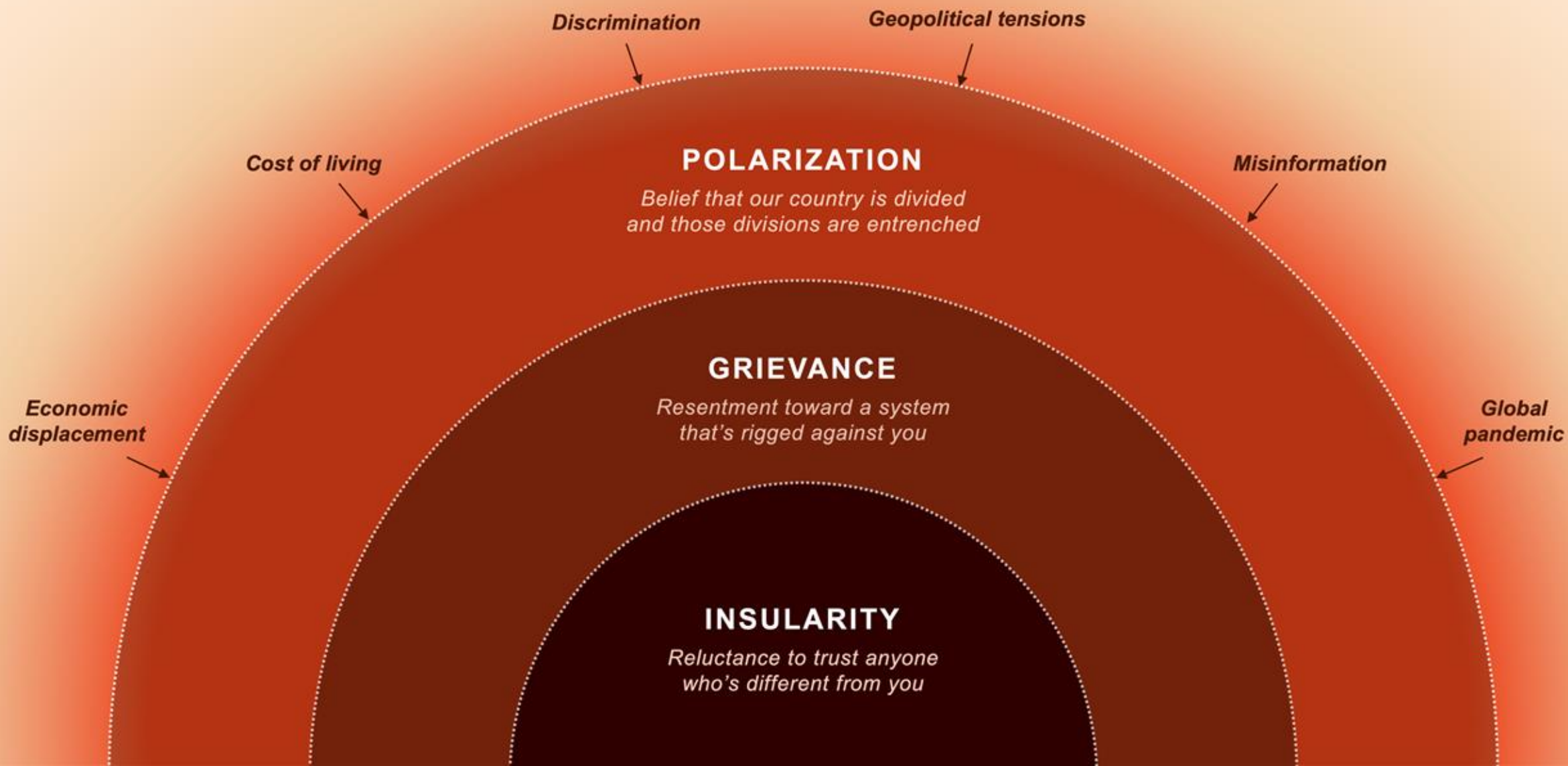


# Shared Reality Erodes Over 20 Years

**26** Years of Trust



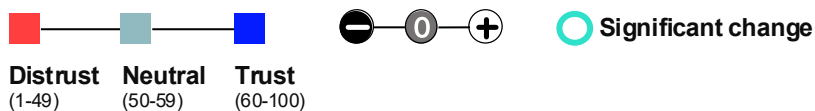
# The Retreat Into Insularity



# Trust Grows in Developing Countries, Stagnates in Developed

## Trust Index

(average percent trust in business, government, media, NGOs)



**2026 Edelman Trust Barometer.** The Trust Index is the average percent trust in business, government, media, and NGOs. 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 avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

### 2025 General population

<b>56</b>	<b>Global 28</b>
<b>77</b>	China
<b>76</b>	Indonesia
<b>75</b>	India
<b>72</b>	UAE
<b>71</b>	Saudi Arabia
<b>66</b>	Malaysia
<b>66</b>	Thailand
<b>65</b>	Nigeria
<b>65</b>	Singapore
<b>63</b>	Kenya
<b>57</b>	Mexico
<b>57</b>	Netherlands
<b>53</b>	S. Africa
<b>52</b>	Canada
<b>51</b>	Brazil
<b>50</b>	Italy
<b>50</b>	Sweden
<b>49</b>	Australia
<b>49</b>	Colombia
<b>48</b>	Argentina
<b>48</b>	France
<b>48</b>	Ireland
<b>47</b>	U.S.
<b>44</b>	Spain
<b>43</b>	UK
<b>41</b>	Germany
<b>41</b>	S. Korea
<b>37</b>	Japan

### 2026 General population

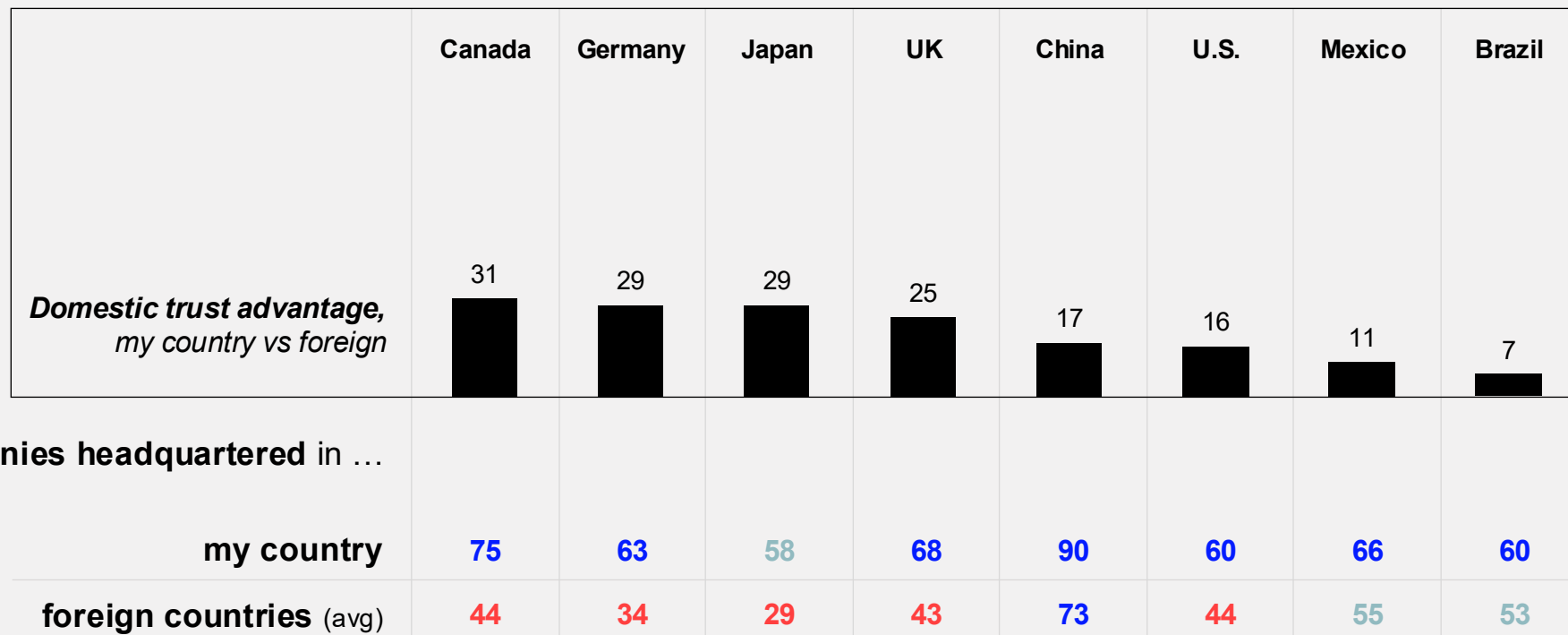
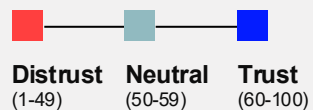
<b>57</b>	<b>Global 28</b>
<b>80</b>	China
<b>80</b>	UAE
<b>74</b>	India
<b>73</b>	Indonesia
<b>73</b>	Saudi Arabia
<b>72</b>	Nigeria
<b>71</b>	Malaysia
<b>68</b>	Kenya
<b>65</b>	Thailand
<b>64</b>	Singapore
<b>58</b>	Netherlands
<b>57</b>	Mexico
<b>56</b>	Brazil
<b>54</b>	Australia
<b>54</b>	S. Africa
<b>52</b>	Canada
<b>52</b>	Sweden
<b>50</b>	Argentina
<b>50</b>	Italy
<b>49</b>	Colombia
<b>47</b>	Ireland
<b>47</b>	U.S.
<b>46</b>	S. Korea
<b>45</b>	Spain
<b>44</b>	Germany
<b>44</b>	UK
<b>42</b>	France
<b>38</b>	Japan

2026		
<b>Developing countries</b>	<b>66</b>	<b>+3</b>
<b>Developed countries</b>	<b>49</b>	<b>+1</b>



# Geopolitical Insularity: My Country's Companies Trusted More Than Foreign Companies

Among those in each country, percent trust in companies headquartered in my country vs in foreign countries



2026 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 to partial sample. General population, by country. Foreign company trust is calculated by averaging a respondent's level of trust in companies based in all countries being rated, excluding their own. The countries rated are Brazil, Canada, China, France, Germany, India, Japan, Malaysia, Mexico, S. Korea, Singapore, Thailand, the UK, the U.S., and Vietnam.

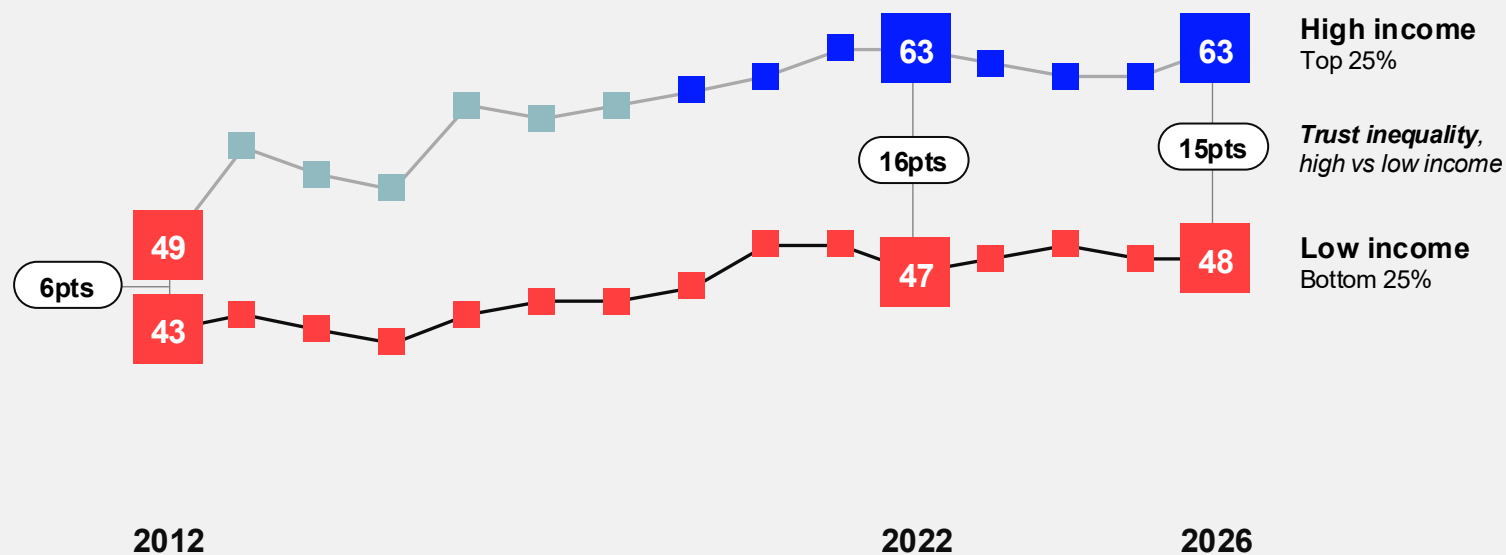


# Income Divide More Than Doubles Since 2012

## Trust Index



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



2026	
Top 7 of 28 Countries	High-low income gap
U.S.	29pts
Indonesia	26pts
Nigeria	26pts
France	22pts
Saudi Arabia	21pts
Thailand	20pts
UAE	20pts

**2026 Edelman Trust Barometer.** The Trust Index is the average percent trust in business, government, media, and NGOs. 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, 21-mkt avg., by income. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.

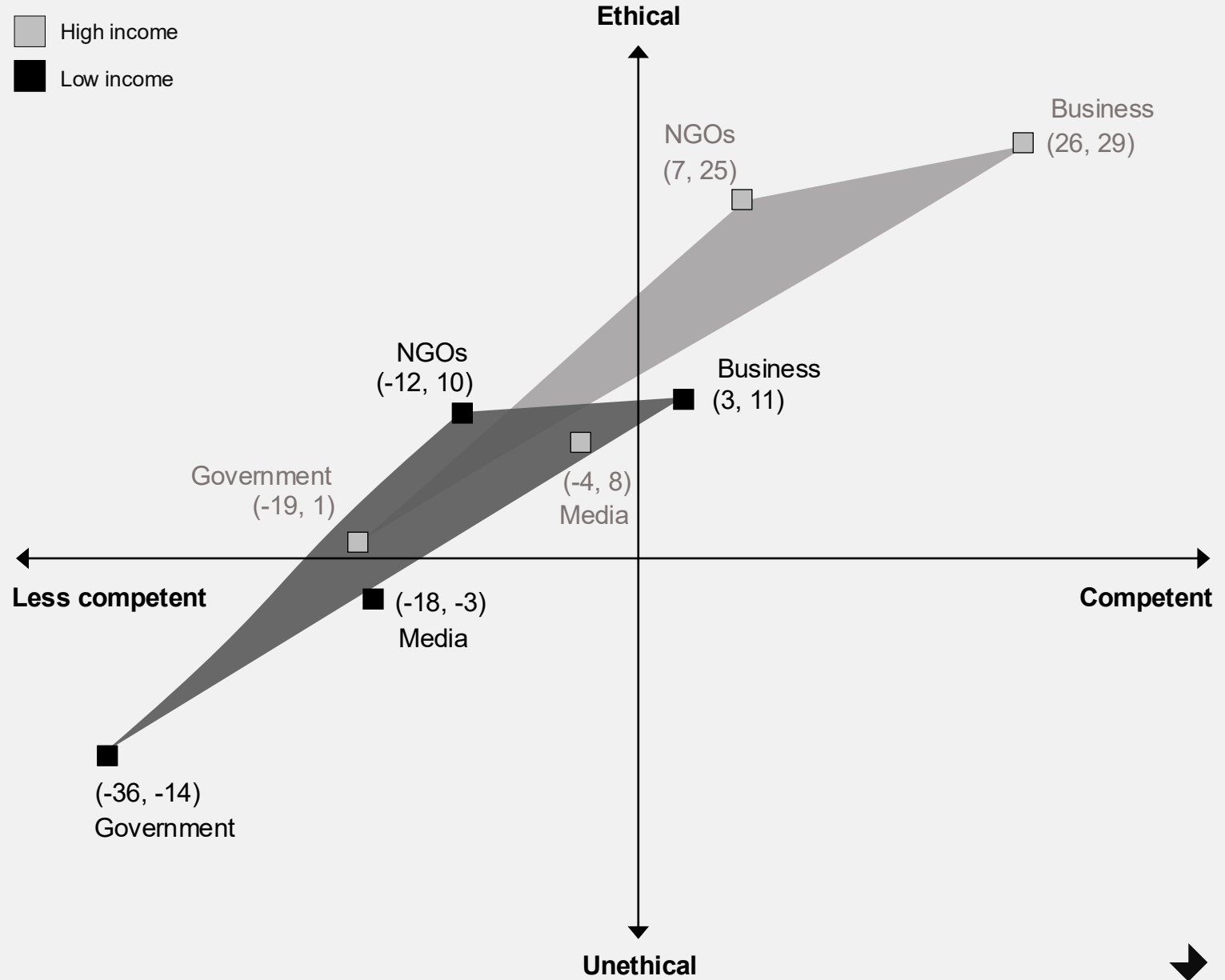
Due to a translation inconsistency in France, the 2021-2023 Trust Index scores have been imputed using a model. For more details, please see the Technical Appendix.



# High and Low Income Live In Opposing Institutional Realities; Business Leads for Both

(Competence score, net ethical score)

GLOBAL 26 excl. China, Thailand



2026 Edelman Trust Barometer. The competence score is a net based on TRU\_3D\_[INS]/1. Media and NGOs were only asked to half the sample. The ethical scores are averages of nets based on [INS]\_PER\_DIM/14. Media and NGOs were only asked of half the sample. General population, 26-mkt avg., by income.

Data not collected in China and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

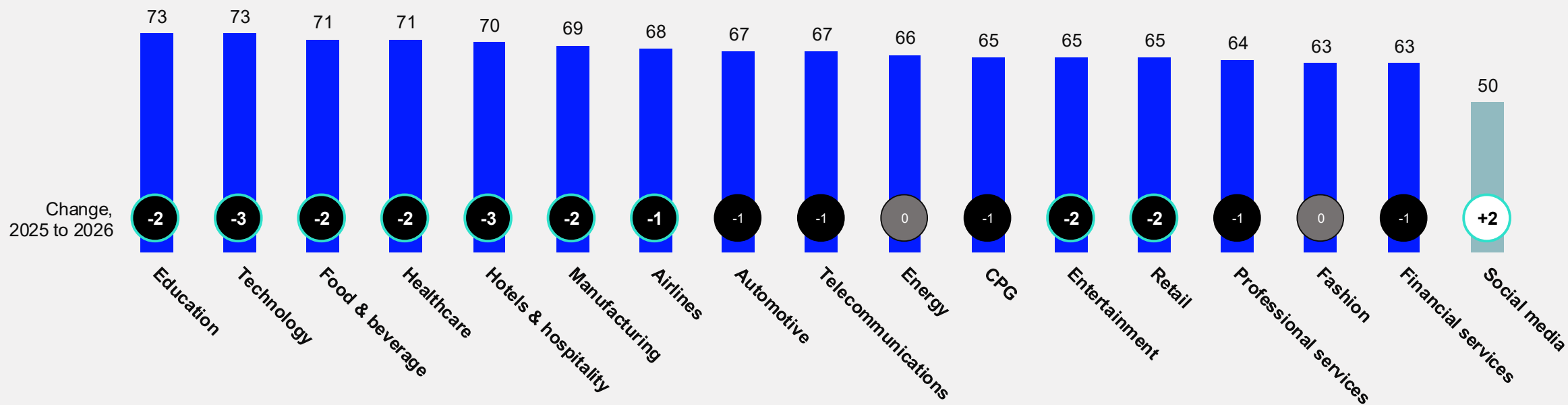
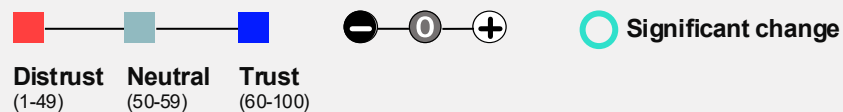
# Financial Services: Amid Time of Insularity



# Financial Services Sector Remains Trusted

Percent trust

GLOBAL 28



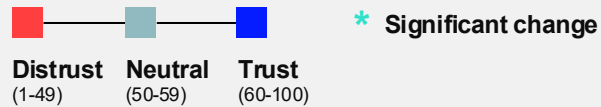
2026 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Trust in Industry Sectors: 5-Year Trend

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

GLOBAL 23 excl. Mexico, S. Africa, U.S.



	2021	2022	2023	2024	2025	2026	5yr change
Education	67	71	72	75	75	73	+6*
Technology	71	75	75	76	76	73	+2*
Food & beverage	67	69	70	72	74	71	+4*
Healthcare	68	71	71	73	73	71	+3*
Hotels & hospitality	-	-	69	72	73	70	-
Manufacturing	67	69	67	70	71	69	+2*
Airlines	-	-	65	68	69	68	-
Automotive	63	67	67	69	69	67	+4*
Telecommunications	63	65	66	68	68	67	+4*
Energy	61	63	61	65	67	66	+5*
Entertainment	62	64	65	67	67	65	+3*
Retail	64	67	65	67	68	65	+1
CPG	61	62	63	66	66	64	+3*
Professional services	62	66	63	64	65	64	+2
Fashion	59	59	58	64	64	63	+4*
Financial services	53	57	58	61	64	63	+10*
Social media	47	45	44	49	48	50	+3*

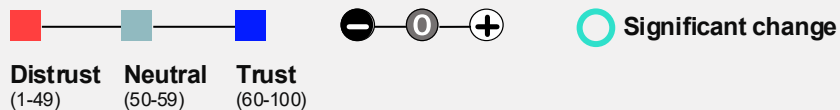
2026 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 23-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. In S. Africa, the Afrikaans translation for "Food and beverage" was updated in 2024 and cannot be compared to previous years. In Mexico and the U.S., the Spanish translation for "Automotive" was updated in 2024 and cannot be compared to 2021-2023. Because data from these two countries cannot be compared to data from certain years, they have been removed from this analysis for all subsectors to ensure a consistent global average is shown for each. Note: CPG was shown to respondents as "Consumer Packaged Goods"



# Financial Services Sector Trusted in 16 of 28 Countries

Percent trust in companies within the financial services sector

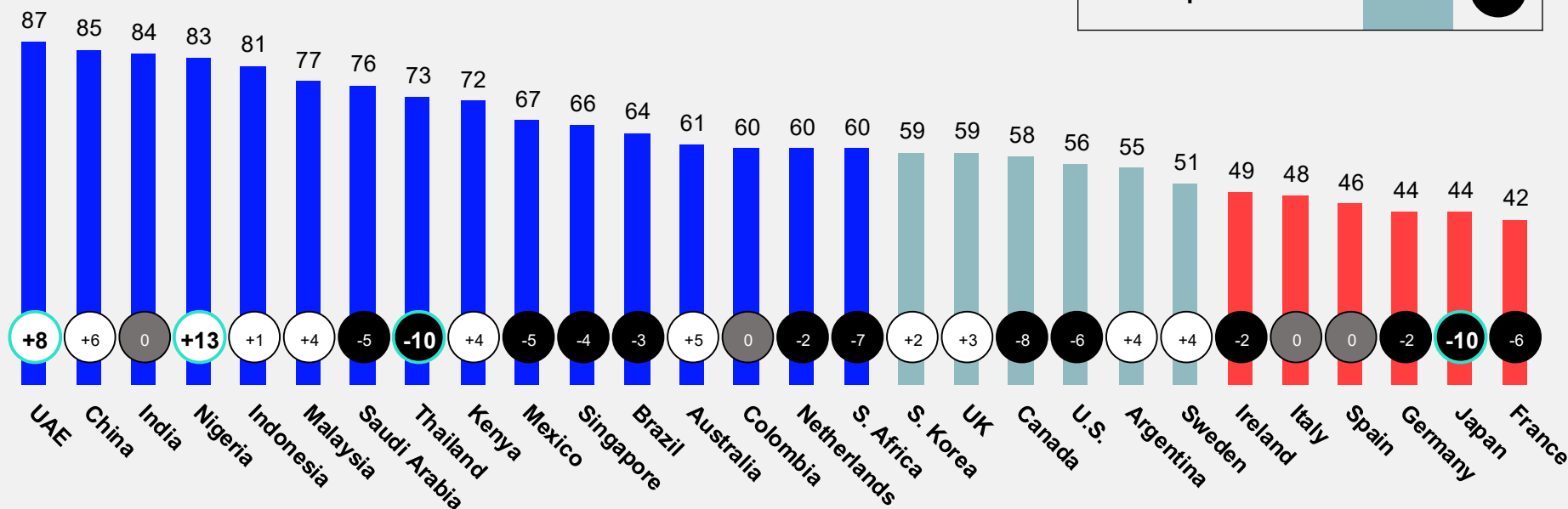
GLOBAL 28



2026		
Developing countries	73	0
Developed countries	53	-2

63

-1 pt  
Change, 2025 to 2026



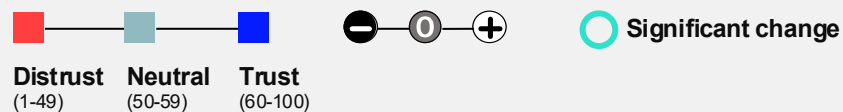
2026 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg. and developed and developing averages. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Trust in Financial Services Companies Split Along Age, Income, and Political Leaning

Percent trust in companies within the financial services sector

GLOBAL 28

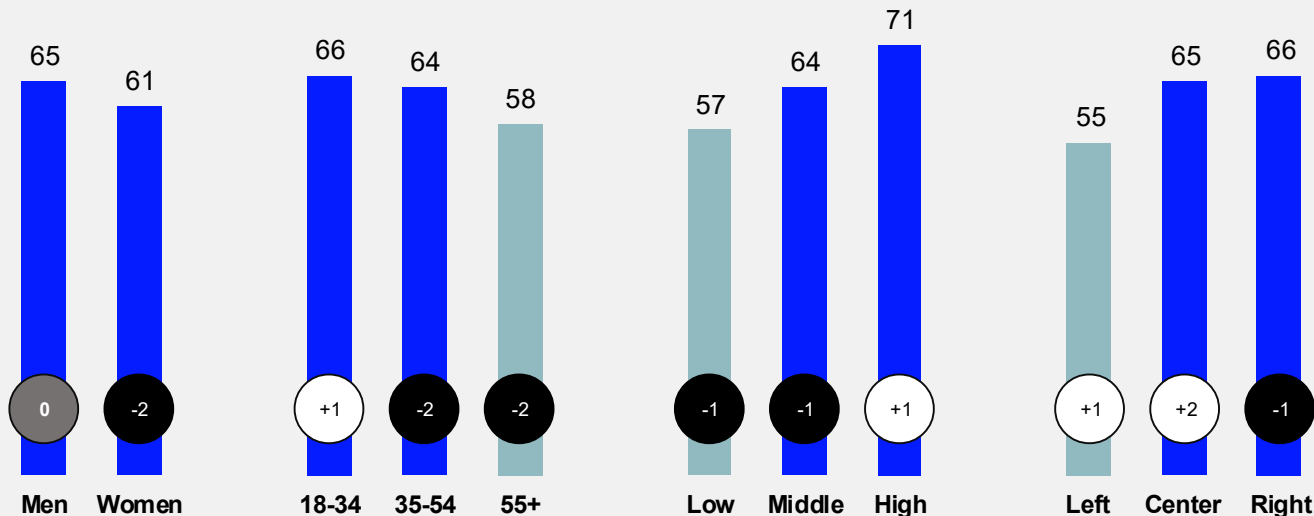


63

-1  
pt

Change,  
2025 to 2026

GENDER | AGE | INCOME | POLITICS<sup>1</sup>



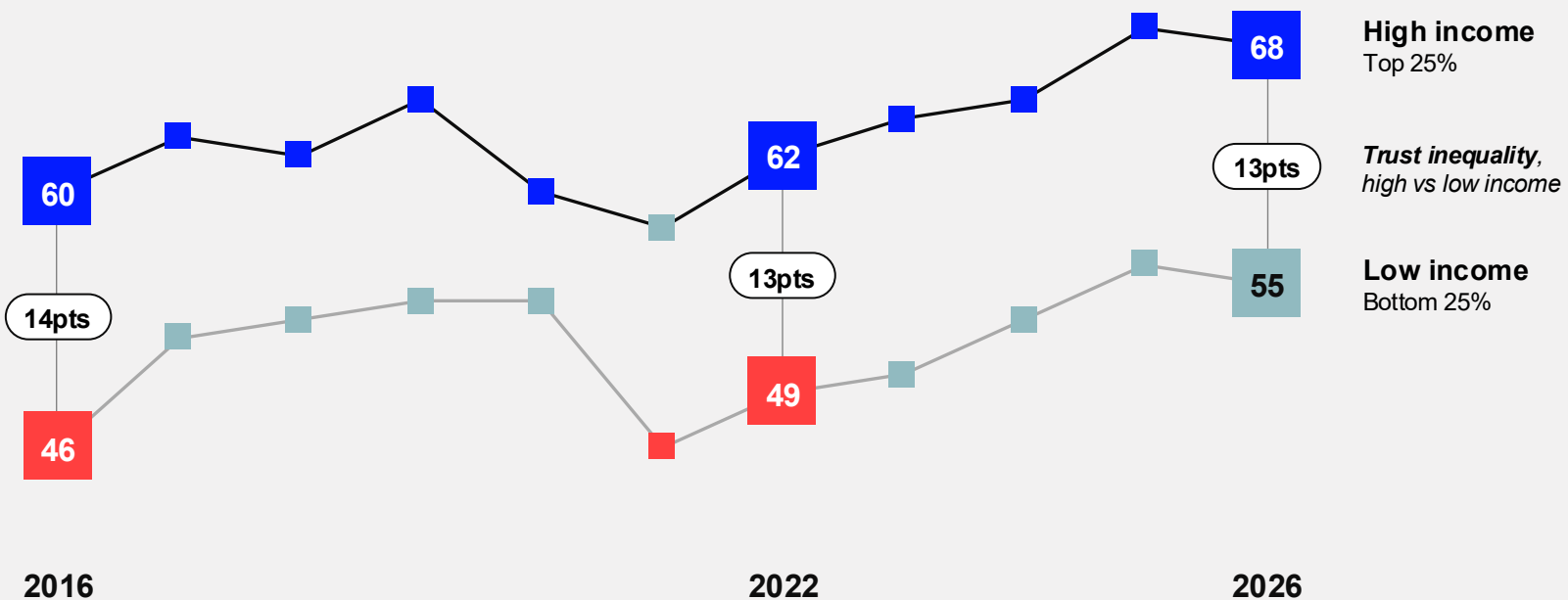
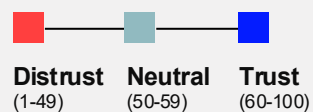
2025 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg. and by demographics. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. <sup>1</sup> Political leaning is not asked in China, Saudi Arabia, Thailand or the UAE.



# Trust Gap Consistent Among Income in the Financial Services Sector

Percent trust in companies within the financial services sector

GLOBAL 23



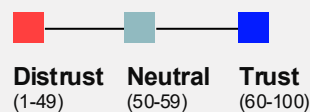
2026 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 23-mkt avg., by income. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country



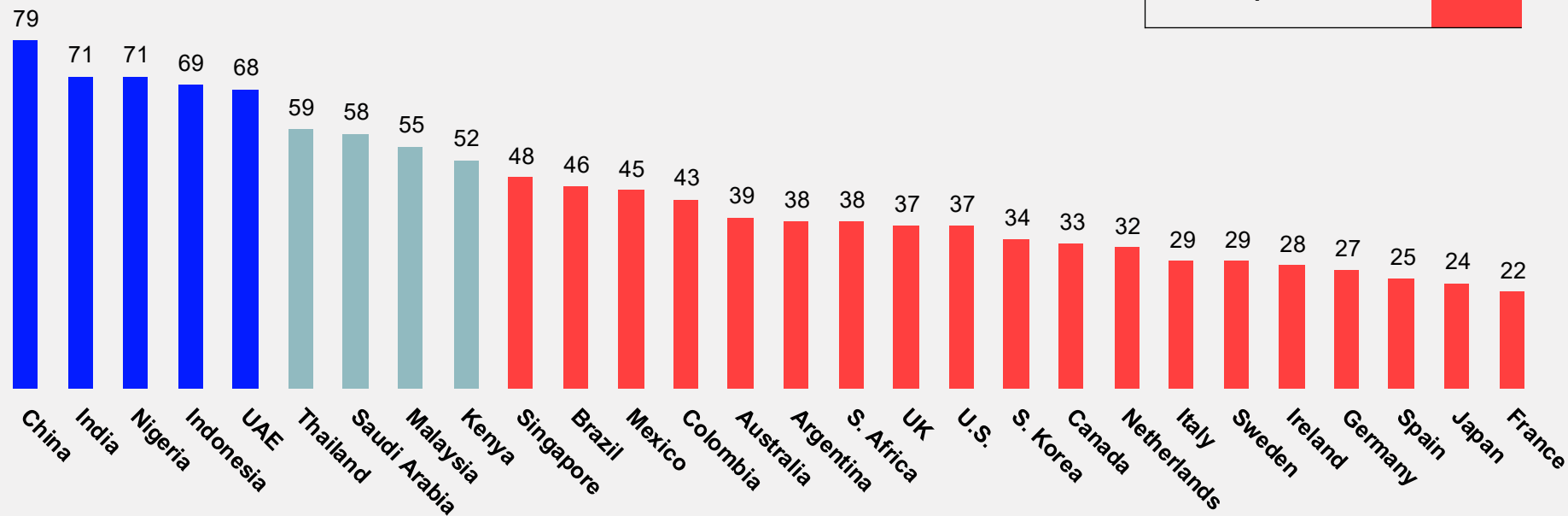
# Online Financial Influencers Distrusted in 19 of 28 Countries

Percent trust in online financial influencers

GLOBAL 28



44



<b>Developing countries</b>	<b>57</b>
<b>Developed countries</b>	<b>32</b>

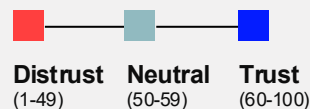
2026 Edelman Trust Barometer. TRU\_PEP\_SEC. Below is a list of people. For each one, please indicate how much you trust that person to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg. and developed and developing averages "Online financial influencers" refers to "people you follow online who give advice about money, finances, or budgeting."



# Trust in Online Financial Influencers by Demographics

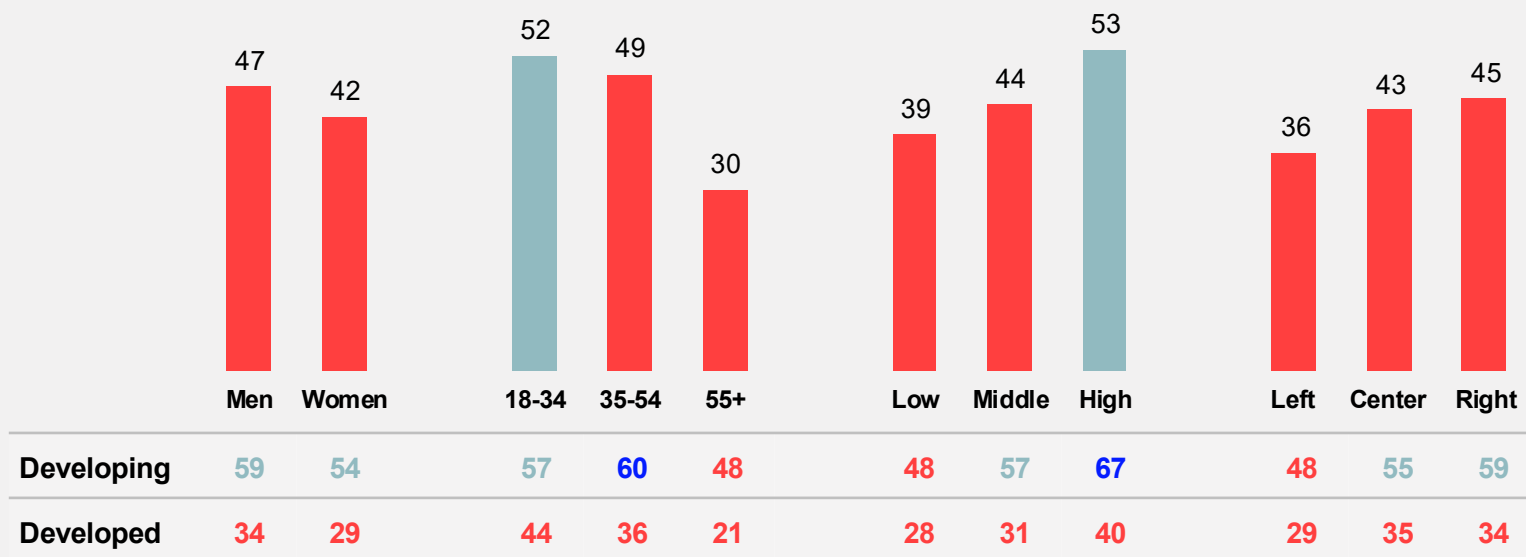
Percent trust in online financial influencers

GLOBAL 28



44

GENDER | AGE | INCOME | POLITICS<sup>1</sup>



2026 Edelman Trust Barometer. TRU\_PEP\_SEC. Below is a list of people. For each one, please indicate how much you trust that person to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg., and by demographics and developed and developing averages. "Online financial influencers" refers to "people you follow online who give advice about money, finances, or budgeting." Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. <sup>1</sup> Political leaning is not asked in China, Saudi Arabia, Thailand or the UAE.



# Social Media: Leverage Established Relationships to Boost Institutional Trust

Percent who say

GLOBAL 28

I trust an online financial influencer (44%)  
and if they endorsed  
a financial service company I *distrusted* ...

I would **still trust** this person and  
I would **trust or consider trusting** the company

57

I would **still trust** this person and  
I would continue to **distrust** the company

23

I would **lose trust** in this person and  
I would continue to **distrust** the company

15

2026 Edelman Trust Barometer. VOU\_2. If a person you follow online who gives advice about money, finances, and budgeting were to share their personal belief that a major financial services company that you distrust is trustworthy, which of the following is most likely to happen? Question asked to those who trust a financial influencer they follow (TRU\_PEP\_SEC/r2=C6-9). "I would still trust this person and I would trust or consider trusting the company" is a net of codes 3-5. Question asked to partial sample. General population, 28-mkt avg. "Online financial influencers" refers to "people you follow online who give advice about money, finances, or budgeting."



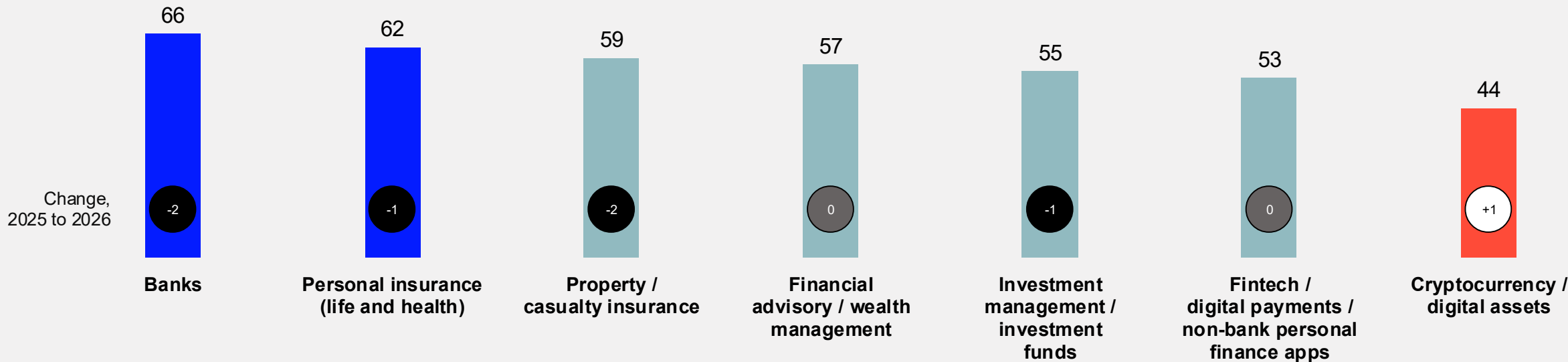
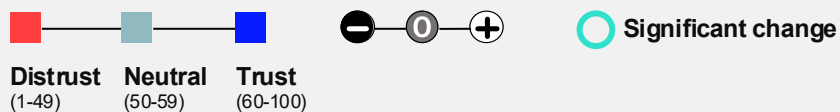
# Financial Services: Sub-Sector Deep Dive



# Trust in Financial Services Subsectors

Percent trust in companies within each financial services subsector

GLOBAL 28



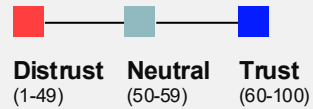
2026 Edelman Trust Barometer. TRU\_SUB\_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 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 Subsectors Since 2016

Percent trust in companies within each financial services subsector

GLOBAL 23



\* Significant change

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	10-year change
<b>Banks</b>	58	60	-	63	59	56	59	61	65	67	65	+7*
<b>Personal insurance (life and health)</b>	-	-	-	-	59	56	60	59	61	62	61	-
<b>Property / casualty insurance</b>	-	-	-	-	57	53	57	55	58	59	58	-
<b>Financial advisory / wealth management</b>	51	52	-	56	54	49	52	50	53	55	55	+4*
<b>Investment management / investment funds</b>	-	-	-	-	-	-	-	48	51	54	54	-
<b>Fintech / digital payments / non-bank personal finance apps</b>	-	-	-	-	-	-	-	47	50	50	51	-
<b>Cryptocurrency / digital assets</b>	-	-	-	-	-	38	38	33	35	40	41	-

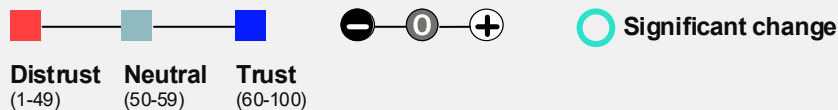
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# Banking Sector Trusted in 18 of 28 Countries

Percent trust in companies within the traditional banks subsector

GLOBAL 28

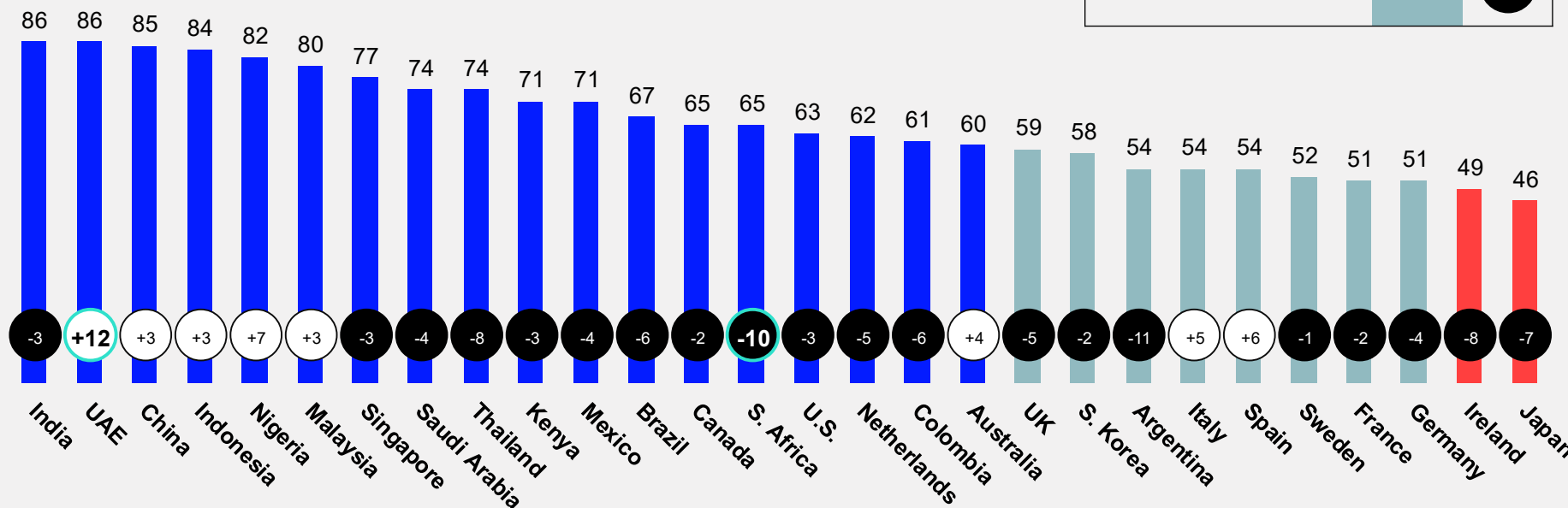


2026		
Developing countries	74	-2
Developed countries	57	-2

66

-2 pts

Change, 2025 to 2026



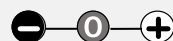
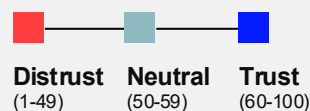
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# Trust in Banking Sector by Demographics

Percent trust in companies within the traditional banks subsector

GLOBAL 28



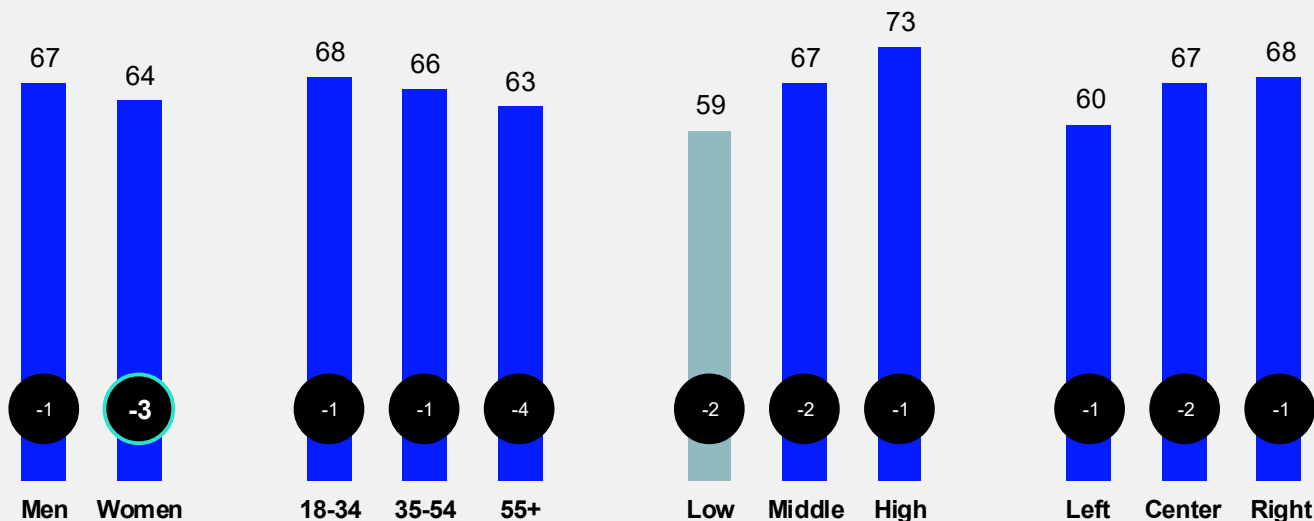
Significant change

66

-2 pts

Change, 2025 to 2026

GENDER | AGE | INCOME | POLITICS<sup>1</sup>



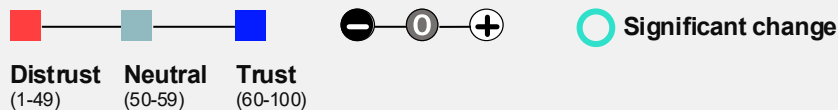
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# Personal Insurance Sector Trusted in 15 of 28 Countries

Percent trust in companies within the personal insurance (life and health) subsector

GLOBAL 28

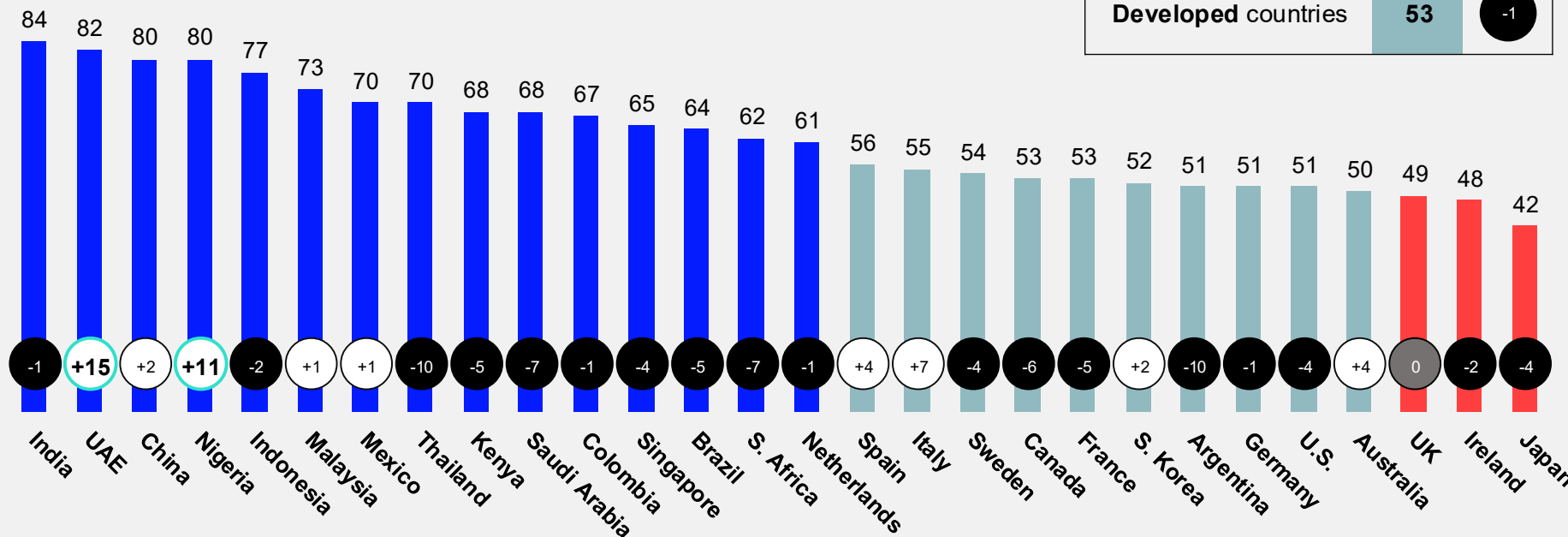


2026		
Developing countries	71	-1
Developed countries	53	-1

62

-1 pt

Change, 2025 to 2026



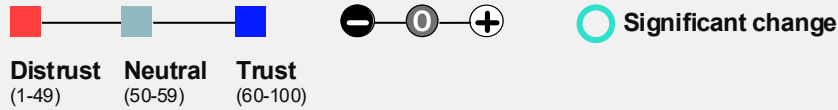
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# Trust in Personal Insurance Sector by Demographics

Percent trust in companies within the personal insurance (life and health) subsector

GLOBAL 28

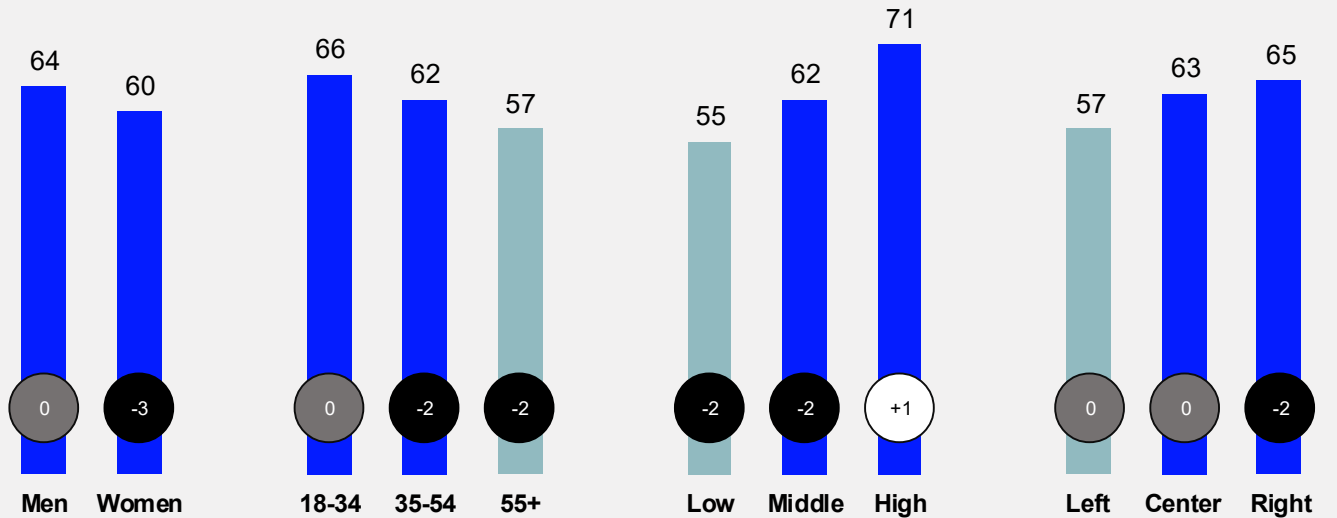


62

-1  
pt

Change,  
2025 to 2026

GENDER | AGE | INCOME | POLITICS<sup>1</sup>



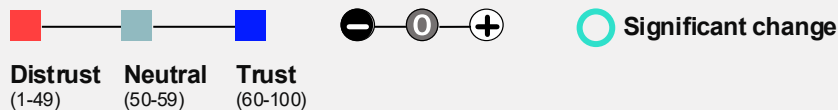
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# Property and Casualty Insurance Sector Trusted in 12 of 28 Countries

Percent trust in companies within the property and casualty insurance subsector

GLOBAL 28

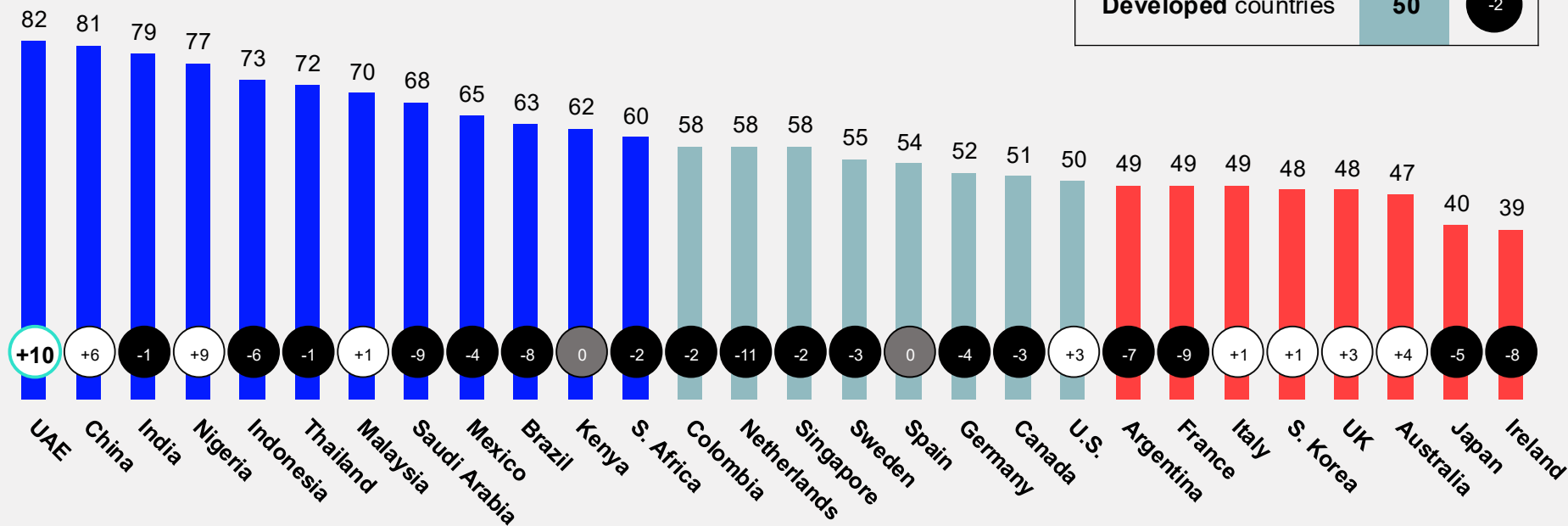


2026		
Developing countries	69	-1
Developed countries	50	-2

59

-2 pts

Change, 2025 to 2026



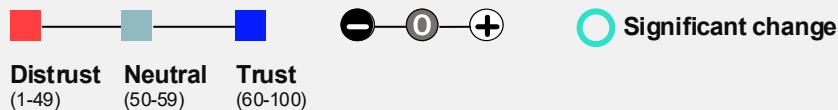
2026 Edelman Trust Barometer. TRU\_SUB\_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg. and developed and developing averages Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Trust in Property and Casualty Insurance Sector by Demographics

Percent trust in companies within the property and casualty insurance subsector

GLOBAL 28

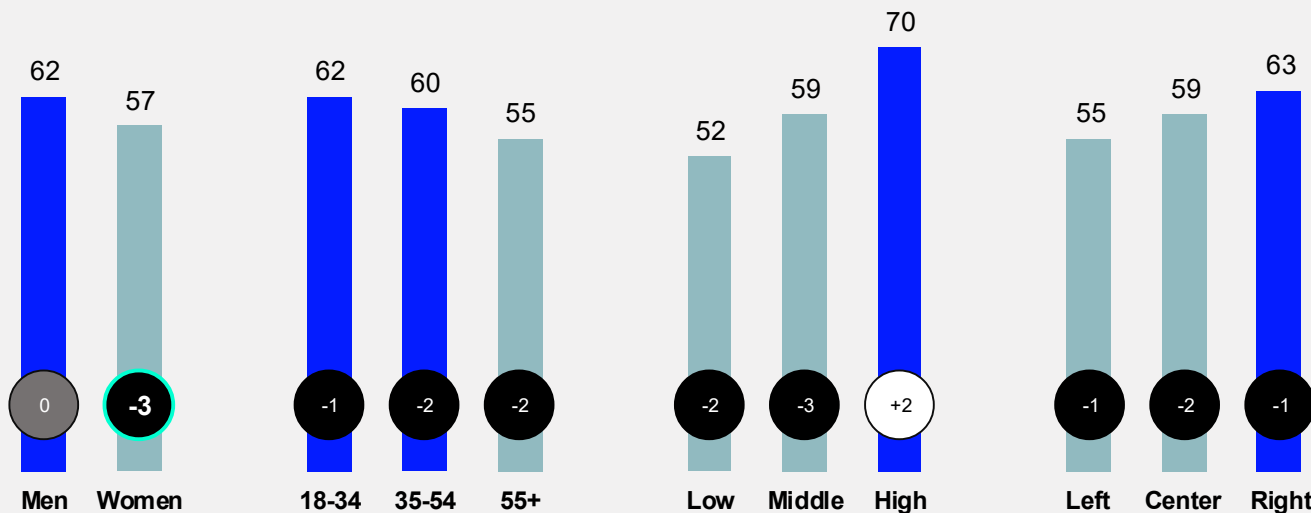


59

-2 pts

Change, 2025 to 2026

GENDER | AGE | INCOME | POLITICS<sup>1</sup>



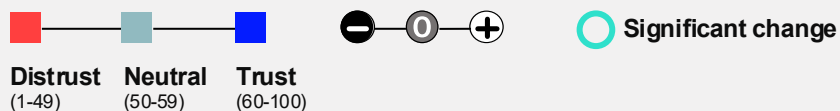
2025 Edelman Trust Barometer. TRU\_SUB\_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg. and by demographics. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. <sup>1</sup> Political leaning is not asked in China, Saudi Arabia, Thailand or the UAE.



# Financial Advisory Sector Trusted in 13 of 28 Countries

Percent trust in companies within the financial advisory / wealth management subsector

GLOBAL 28

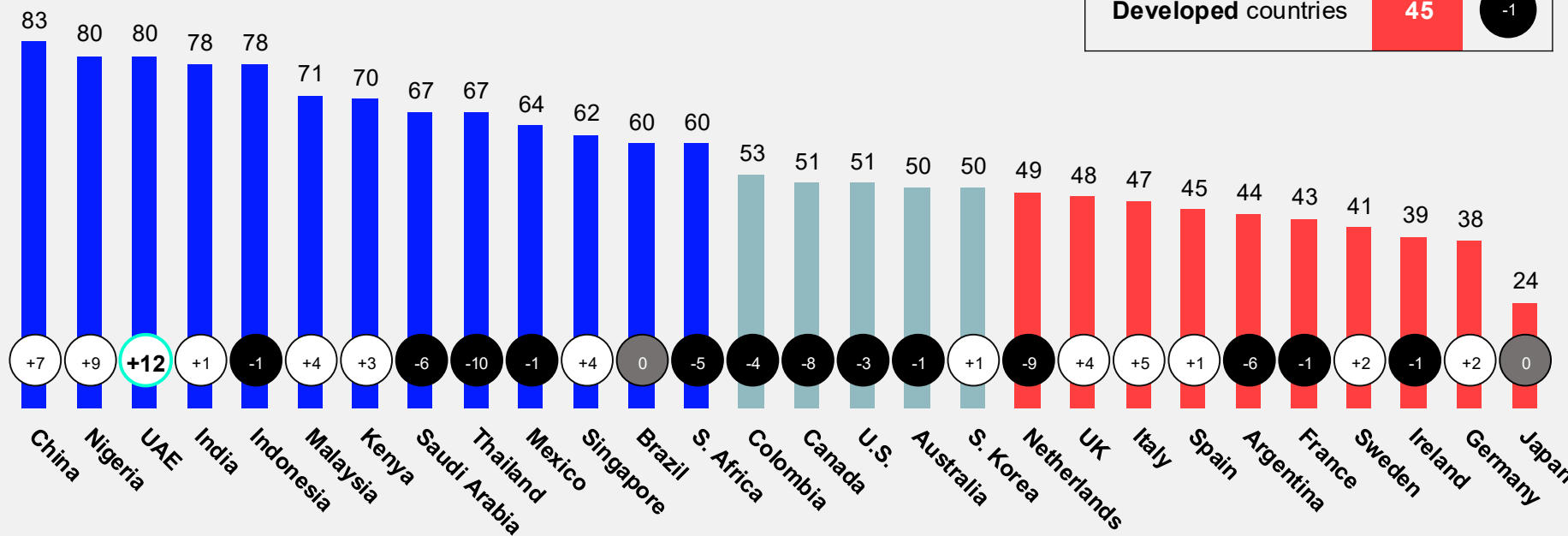


2026		
Developing countries	68	0
Developed countries	45	-1

57

0 pts

Change, 2025 to 2026



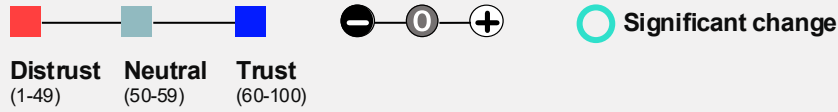
2026 Edelman Trust Barometer. TRU\_SUB\_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg. and developed and developing averages Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Trust in Financial Advisory Sector by Demographics

Percent trust in companies within the financial advisory / wealth management subsector

GLOBAL 28

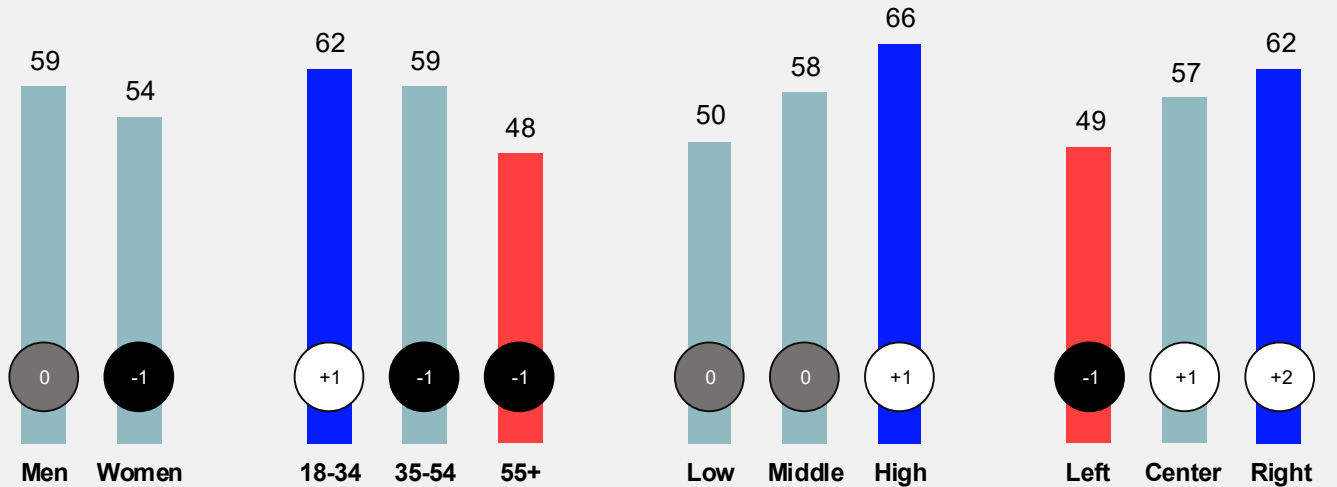


57

0 pts

Change, 2025 to 2026

GENDER | AGE | INCOME | POLITICS<sup>1</sup>



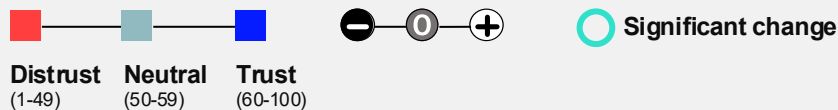
2025 Edelman Trust Barometer. TRU\_SUB\_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg. and by demographics. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. <sup>1</sup> Political leaning is not asked in China, Saudi Arabia, Thailand or the UAE.



# Investment Management Sector Trusted in 12 of 28 Countries

Percent trust in companies within the investment management / investment funds subsector

GLOBAL 28

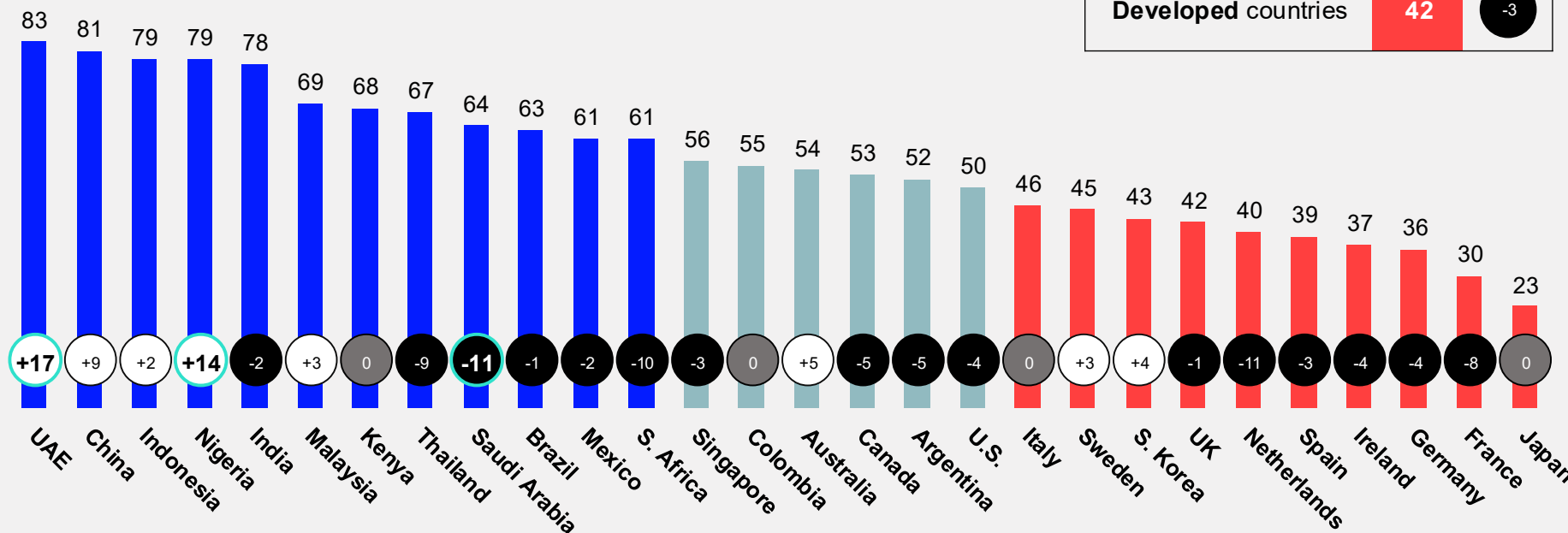


2026		
Developing countries	68	0
Developed countries	42	-3

55

-1 pt

Change, 2025 to 2026



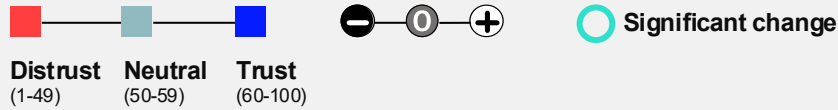
2026 Edelman Trust Barometer. TRU\_SUB\_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg. and developed and developing averages Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Trust in Investment Management Sector by Demographics

Percent trust in companies within the investment management / investment funds subsector

GLOBAL 28

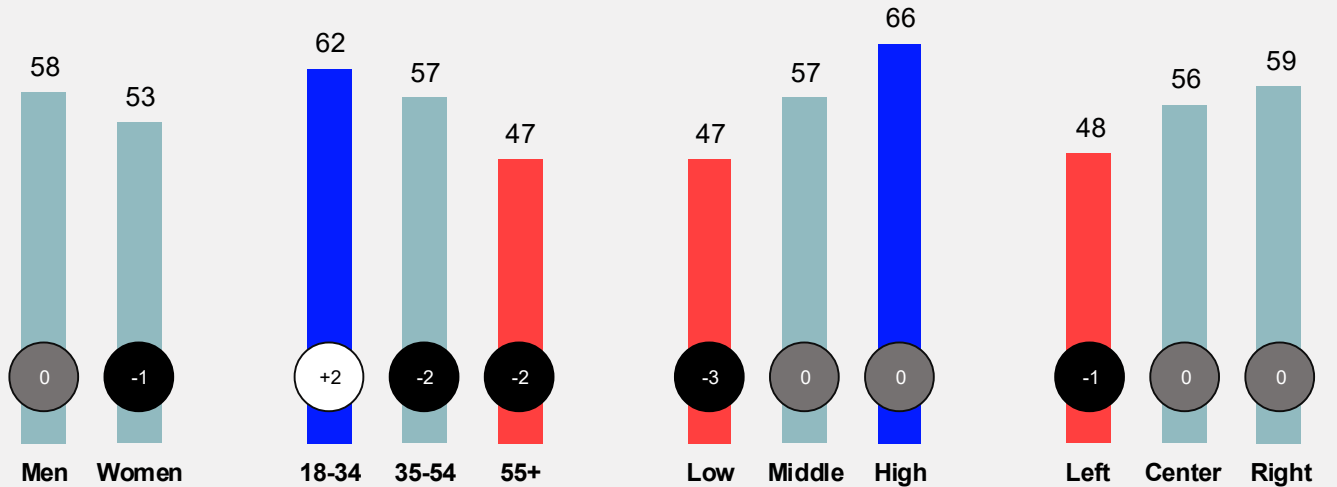


55

-1 pt

Change, 2025 to 2026

GENDER | AGE | INCOME | POLITICS<sup>1</sup>



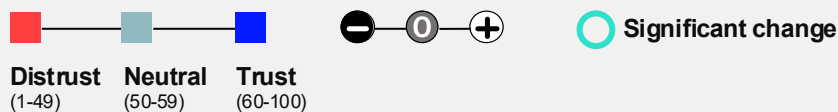
2025 Edelman Trust Barometer. TRU\_SUB\_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg. and by demographics. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. <sup>1</sup> Political leaning is not asked in China, Saudi Arabia, Thailand or the UAE.



# Fintech Sector Distrusted in 14 of 28 Countries

Percent trust in companies within the fintech / digital payments / non-bank personal finance apps subsector

GLOBAL 28

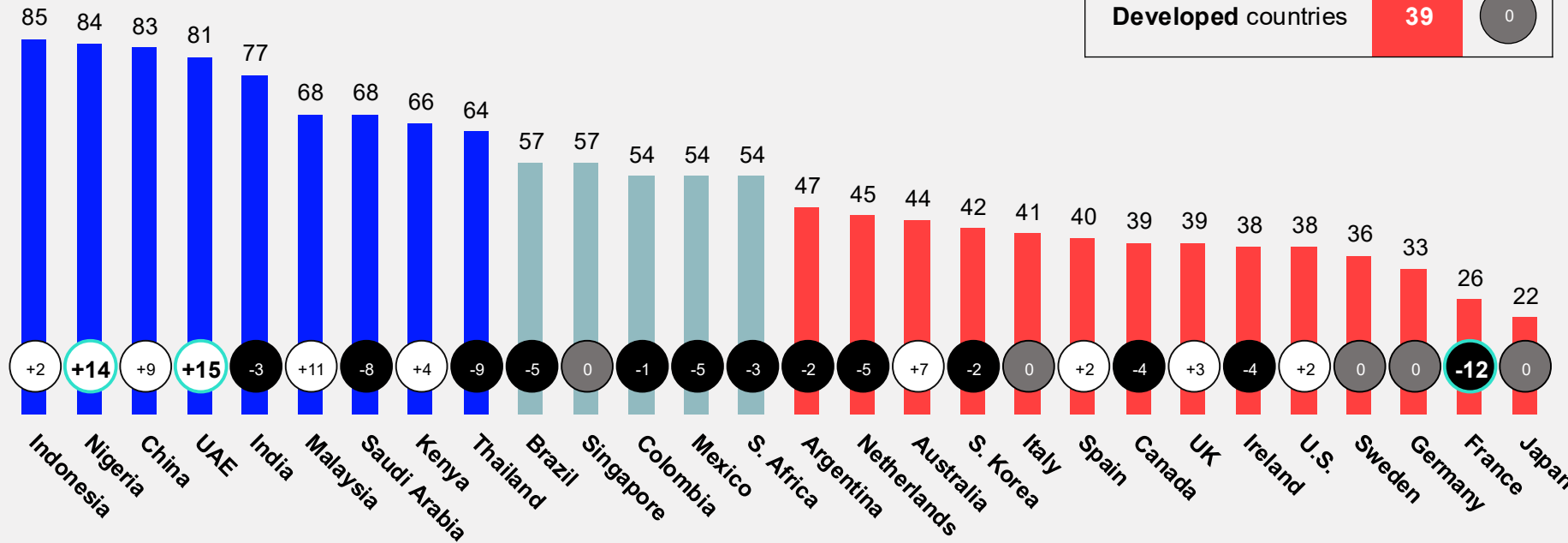


2026		
Developing countries	67	+1
Developed countries	39	0

53

0 pts

Change, 2025 to 2026



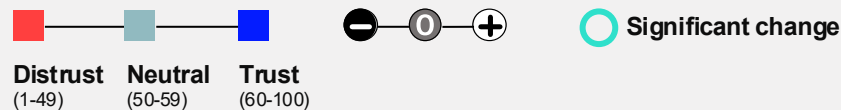
2026 Edelman Trust Barometer. TRU\_SUB\_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg. and developed and developing averages Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



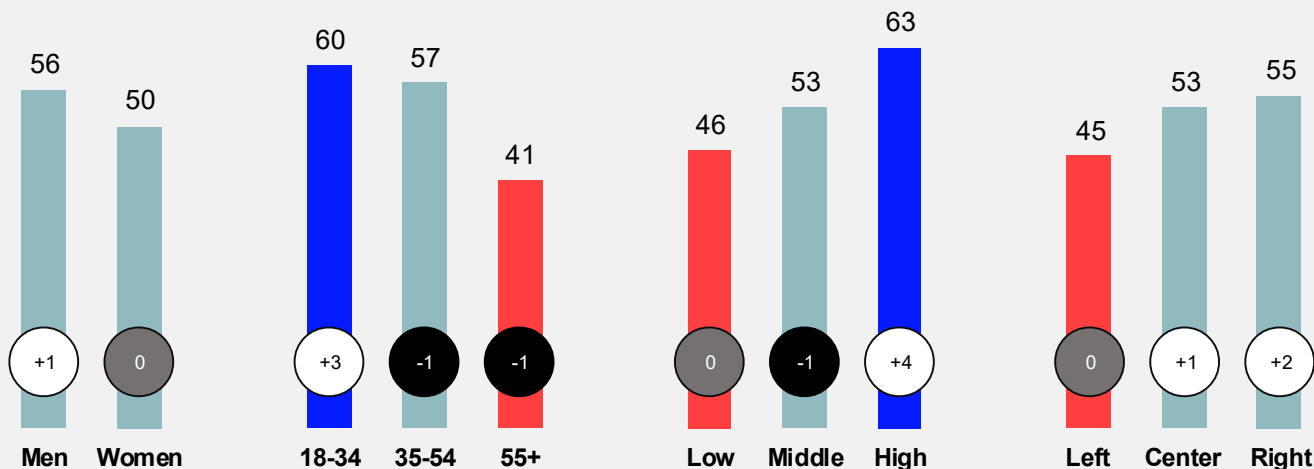
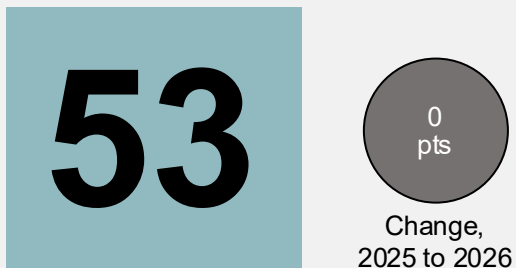
# Trust in Fintech Sector by Demographics

Percent trust in companies within the fintech / digital payments / non-bank personal finance apps subsector

GLOBAL 28



GENDER | AGE | INCOME | POLITICS<sup>1</sup>



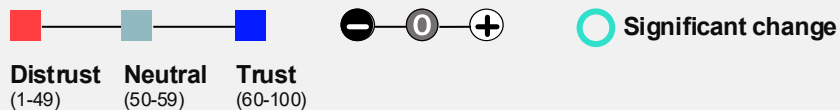
2025 Edelman Trust Barometer. TRU\_SUB\_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg. and by demographics. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. <sup>1</sup> Political leaning is not asked in China, Saudi Arabia, Thailand or the UAE.



# Cryptocurrency Sector Distrusted in 17 of 28 Countries

Percent trust in companies within the cryptocurrency / digital assets subsector

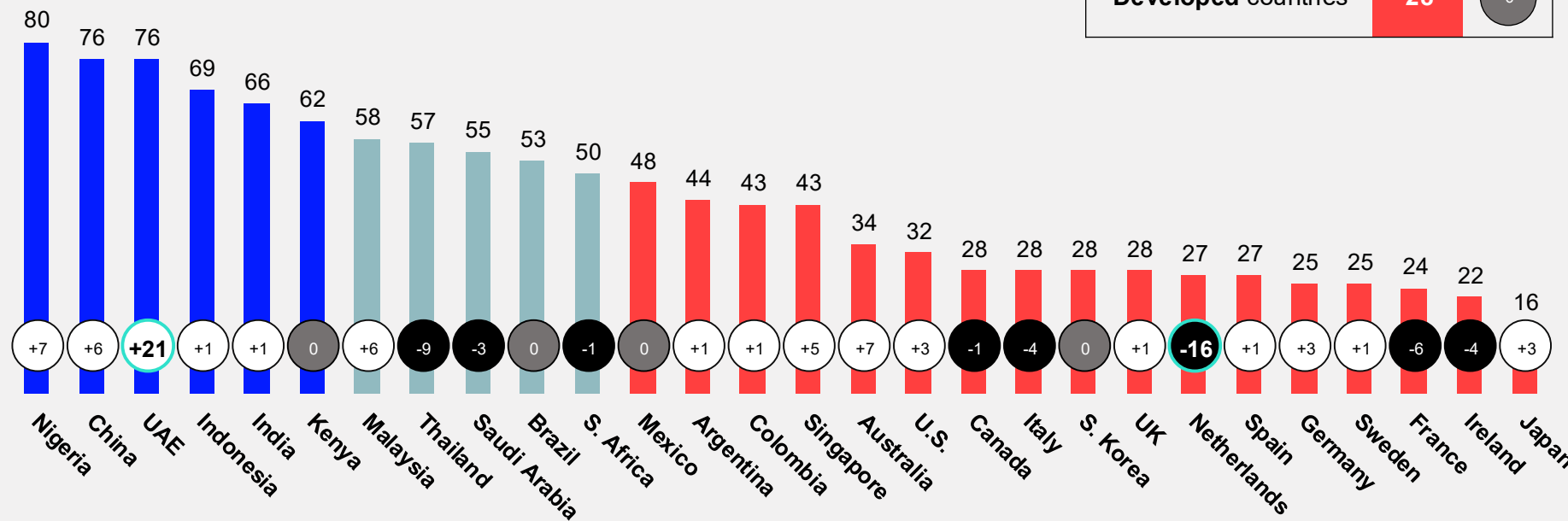
GLOBAL 28



2026		
Developing countries	60	+2
Developed countries	28	0

44

+1 pt  
Change, 2025 to 2026



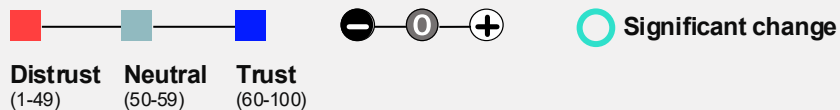
2026 Edelman Trust Barometer. TRU\_SUB\_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg. and developed and developing averages Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



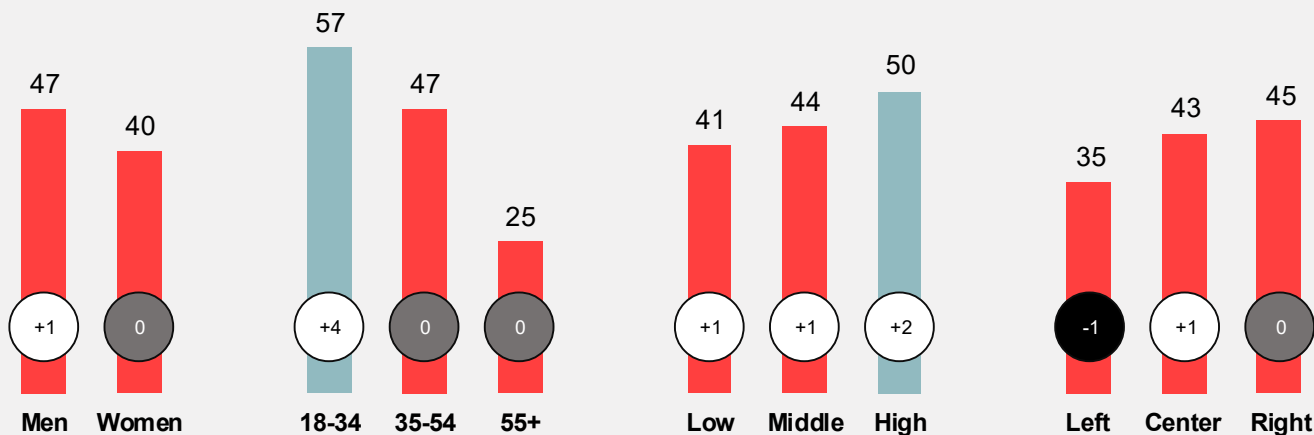
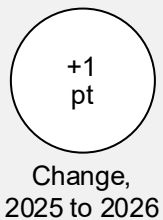
# Trust in Cryptocurrency Sector by Demographics

Percent trust in companies within the cryptocurrency / digital assets subsector

GLOBAL 28



GENDER | AGE | INCOME | POLITICS<sup>1</sup>



2025 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 to partial sample. General population, 28-mkt avg. and by demographics. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. <sup>1</sup> Political leaning is not asked in China, Saudi Arabia, Thailand or the UAE.



# Trust Brokering: The Response to Insularity



# Trust Brokering

## What

---

Trust brokering is a set of practices and behaviors that counters insularity by facilitating trust across difference.

## How

---

Rather than trying to change people, trust brokering surfaces the common interests of insulated parties and translates their needs, goals, and realities for one another.

## Who

---

A trust broker can be a person, organization, or institution trusted by each stakeholder group facing a common problem.





# Trust Brokering Begins With Acknowledgment and Acceptance of Differences

Among those who already trust someone who differs from them (22%), percent who say



GLOBAL 28

**This is why I currently trust someone who differs from me** in their *values, sources, approaches to societal problems, or their background* (avg):

## Openness

They have an <b>open mind and don't try to change me</b>	 49
They are <b>transparent</b> about how they differ from me	 46

## Positive experiences

They <b>helped me</b> in the past	 24
They <b>defended me</b> when I've been criticized	 21

2026 Edelman Trust Barometer. WHY\_CIR\_PEP[1-4]. You indicated that you currently trust [at least one person who differs from you in their values, sources, approaches to societal problems, or their backgrounds]. Why do you trust them, even though you differ on this? Question asked to those who already trust someone who differs from them (TRU\_CIR\_PEP/C5 ANY). General population, 28-mkt avg. Data shown for each attribute is an average across the four dimensions of difference.



# Trust Brokering Most Powerful Action for Business To Earn Trust in High-Stakes Moments

Percent who say

GLOBAL 28

When responding to a highly divisive social issue, a **business could earn my trust** by ...

Encouraging people to cooperate on finding solutions without taking a side	35
Supporting the position that is true to its values	28
Supporting my position	13
Not taking any public position on the issue	13



# International Trust Brokering Hinges on Long-Term, Local Relationships

Percent who say

GLOBAL 28

If a company from a **country that I distrust** wanted to operate in my local community, **it could earn my trust** by ...

## *Long-term relationships*

Investing in <b>long-term community projects</b>	48
<b>Hiring</b> people from my community	46

## *Short-term interaction*

Helping my community <b>recover</b> from a crisis	38
<b>Donating</b> to my community's social organizations	27



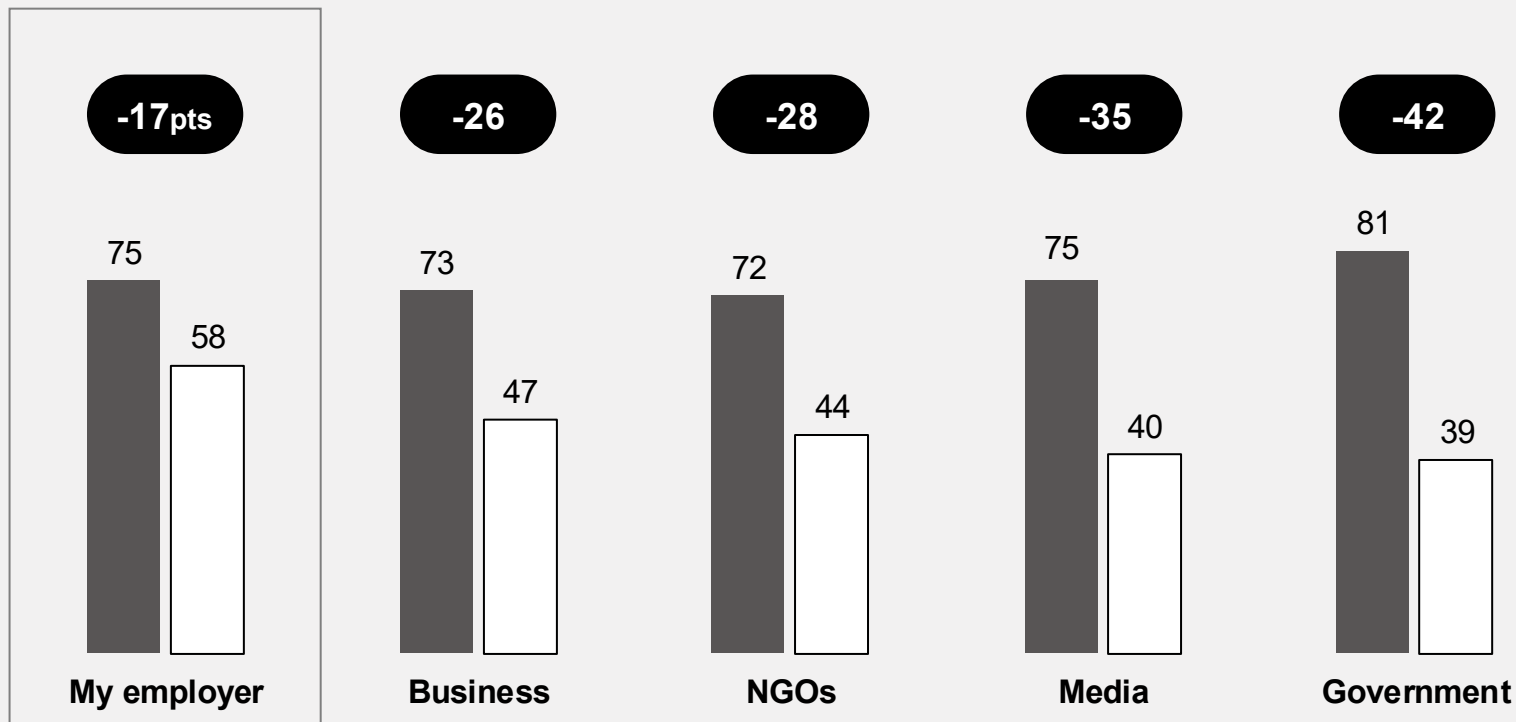
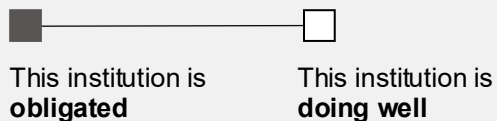
# Mandate for All Institutions to Broker Trust; Employers Best Positioned

Percent who say

GLOBAL 27 excl. China

When it comes to **bridging divides and facilitating trust building** between groups who distrust each other ...

*Gap, expectation vs performance*



2026 Edelman Trust Barometer. BRK\_RSP. To what degree do you feel each of the following institutions and individuals have an obligation to actively bridge divides and facilitate trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society? 5-point scale; codes 3-5, at least somewhat obligated. BRK\_PER. How well do you feel each of the following are doing when it comes actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society? 5-point scale; codes 4-5, doing well. Government performance data not collected in China. General population, 27-mkt avg. Questions asked to partial sample, and "My employer" only asked to those who are employees of an organization (Q43/1).



# Trust Brokering Playbook



# NGOs, Government, and Media: Fulfill Your Role in Brokering Trust

Percent who say

GLOBAL 27 excl. China

This would be an **effective strategy for this institution** to facilitate trust building between distrusting groups:

NGOs: Translate Between Groups	
Help distrusting groups <b>understand each other</b>	79
Establish <b>local community mediation programs</b>	77

Government: Set the Right Tone	
<b>Avoid rhetoric that blames or vilifies</b> particular groups	80
Require politicians to engage in <b>civil discourse</b>	79

Media: De-Escalate Tensions	
Dedicate <b>equal time and coverage to different viewpoints</b> on big issues	81
<b>Write accurate headlines</b> instead of exaggerated or fear-inducing ones	81



# Business: Showcase Best Practices for Trust Brokering

Percent who say

GLOBAL 28

This would be an **effective strategy for business** to facilitate trust building between distrusting groups:

	Global 28	Low income	Middle income	High income
Bring employees into the workplace to <b>interact with people who are different</b> than them	74	70	76	78
<b>Partner with unexpected organizations</b> to initiate cross-cultural or cross-political conversations	68	63	70	72

*Consensus across income levels*

2026 Edelman Trust Barometer. BUS\_BRK. For each of the business actions listed below, please indicate whether you feel it would be an effective strategy or not for actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society. 5-point scale; codes 3-5, moderately or more effective. Question asked to partial sample. General population, 28-mkt avg., and by income.



# Employers: Scale Trust Brokering Across the Workforce

Percent of employees who say

GLOBAL 28

This would be an **effective strategy for my employer** to facilitate trust building between distrusting groups:

	Global 28	Low income	Middle income	High income
Promote a shared identity and culture so that employees are reminded of what unites them rather than divides them	82	77	82	85
Build teams that will require people with different values to work together to succeed	81	77	82	84
Provide mandatory employee training for engaging in constructive dialogue amid conflict	80	77	81	82

2026 Edelman Trust Barometer. EMP\_BRK. For each of the employer actions listed below, please indicate whether you feel it would be an effective strategy or not for actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society. 5-point scale; codes 3-5, moderately or more effective. Question only asked to those who are employees of an organization (Q43/1). General population, 28-mkt avg., and by income.

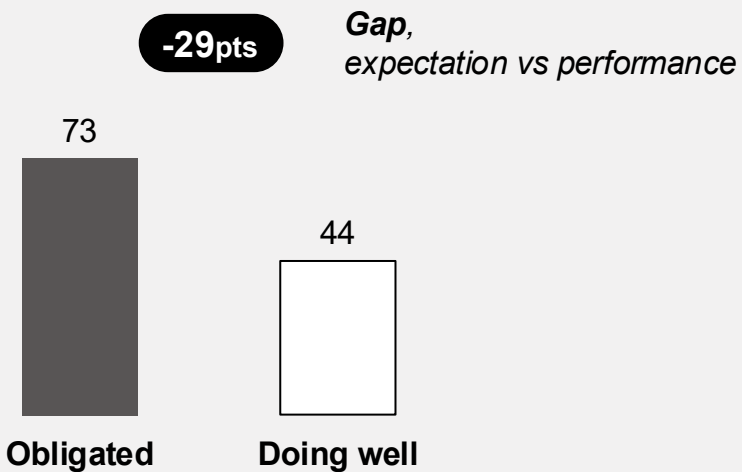


# CEOs: Lead By Example

Percent who say

GLOBAL 28

When it comes to bridging divides and facilitating trust building between groups of people who distrust each other, **CEOs are ...**



This would be an **effective strategy for business** to facilitate trust building between distrusting groups:

<b>Ensure CEOs consult people with different values and backgrounds</b> when making business decisions	<b>75</b>
<b>Have CEOs constructively engage with groups</b> who criticize or distrust the company	<b>74</b>

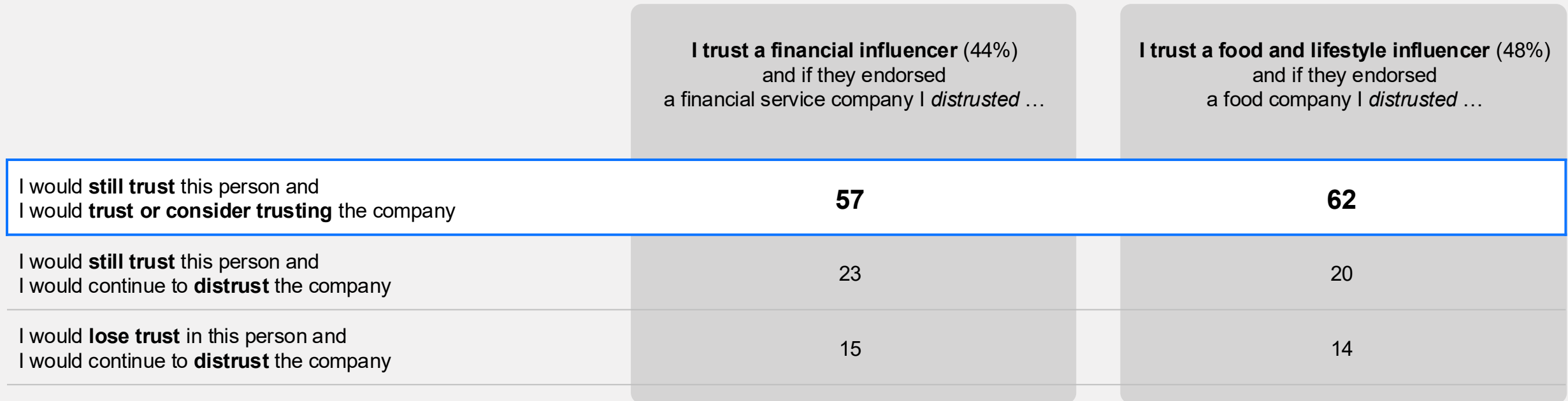
2026 Edelman Trust Barometer. BRK\_RSP. To what degree do you feel each of the following institutions and individuals have an obligation to actively bridge divides and facilitate trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society? 5-point scale; codes 3-5, at least somewhat obligated. BRK\_PER. How well do you feel each of the following are doing when it comes actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society? 5-point scale; codes 4-5, doing well. BUS\_BRK. For each of the business actions listed below, please indicate whether you feel it would be an effective strategy or not for actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society. 5-point scale; codes 3-5, moderately or more effective. General population, 28-mkt avg. Questions asked to partial sample.



# Social Media: Leverage Established Relationships to Boost Institutional Trust

Percent who say

GLOBAL 28



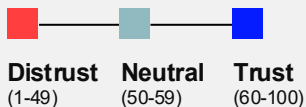
2026 Edelman Trust Barometer. VOU\_2. If a person you follow online who gives advice about money, finances, and budgeting were to share their personal belief that a major financial services company that you distrust is trustworthy, which of the following is most likely to happen? Question asked to those who trust a financial influencer they follow (TRU\_PEP\_SEC/r2=C6-9). "I would still trust this person and I would trust or consider trusting the company" is a net of codes 3-5. VOU\_4. If the person you follow online who gives advice about food, nutrition, and lifestyle were to share their personal belief with you that a major food company that you distrust is trustworthy, which of the following is most likely to happen? Question asked to those who trust a food and lifestyle influencer they follow (TRU\_PEP\_SEC/r4=C6-9). "I would still trust this person and I would trust or consider trusting the company" is a net of codes 3-5. General population, 28-mkt avg.



# Successful Trust Brokering Can Help Close the Income-Based Trust Gap

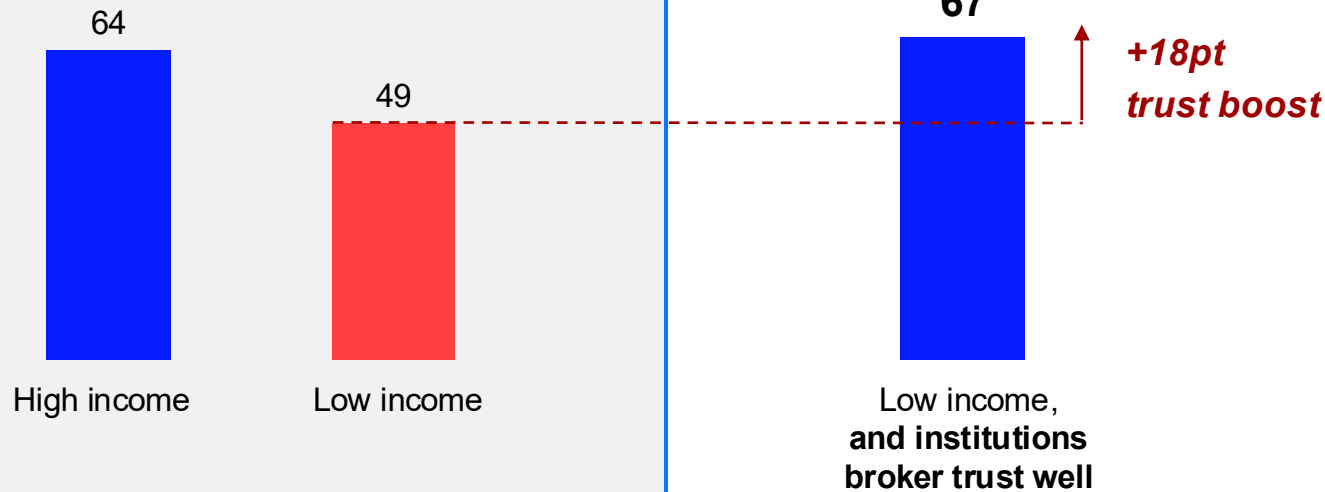
Trust Index

GLOBAL 27 excl. China



## Trust Index

(average percent trust in business, government, media, NGOs)



**2026 Edelman Trust Barometer.** The Trust Index is the average percent trust in business, government, media, and NGOs. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg., by high and low income; and among those with low income who say, on average, business, government, media, and NGOs are brokering trust well (BRK\_PER r1-4 avg = 3.5-5, doing well or very well; Question asked to partial sample). Government performance data not collected in China.



# Brokering Trust in the Age of Insularity

# 1

## Pervasive insularity stalls progress

---

Economic uncertainty, unmitigated fears, and pessimism have fueled a turn inward to safety and certainty. An insular trust mindset now prevails globally: 7 in 10 are unwilling or hesitant to trust someone who is different from them. In this context, perfect alignment becomes an unachievable prerequisite for trust.

# 2

## Business must address insularity

---

If left unaddressed, unmitigated differences will stall workplace productivity, undermine CEO leadership, and harden resistance to innovation. To counter geopolitical insularity, multinationals need to evolve to a polynational model, centered on investing in long-term local relationships.

# 3

## Trust brokering is a strategy and skillset

---

Trust brokering can be executed by institutions and individuals. It focuses on engaging people where they are rather than trying to change them. Listening without judgement and translating realities are two key skillsets of a trust broker. Done effectively, it will bridge divides.

# 4

## Employers positioned to scale trust brokering

---

Employers have the smallest expectation-performance gap when it comes to trust brokering and a high degree of trust with their employees. This makes them well-positioned to scale trust brokering through conflict-resolution trainings and opportunities to work and interact with people who have different values.

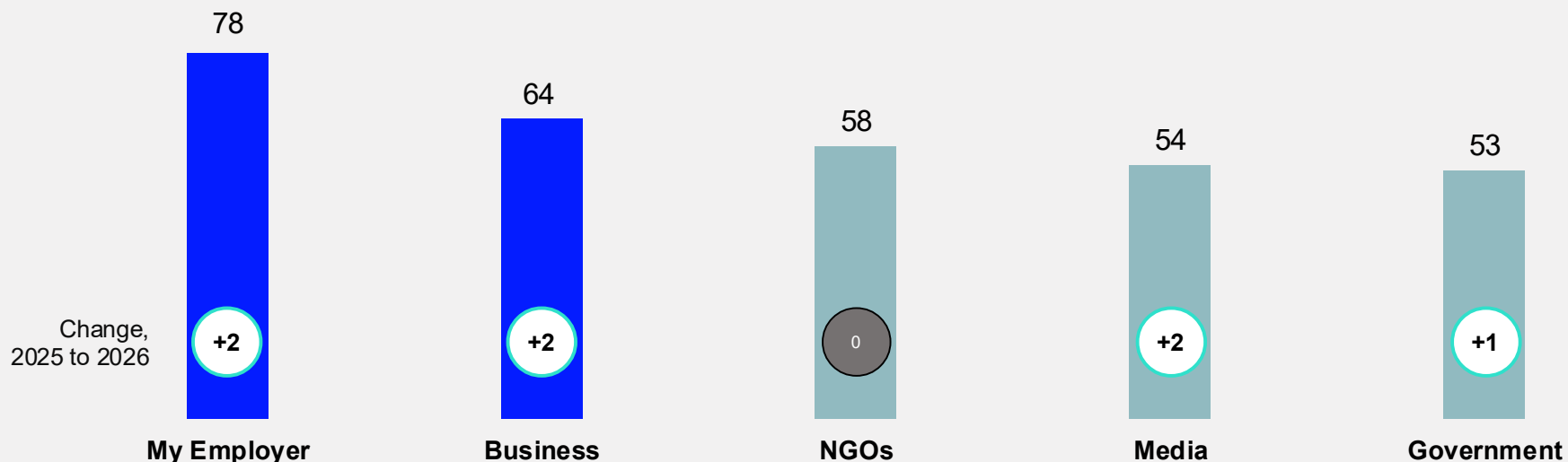
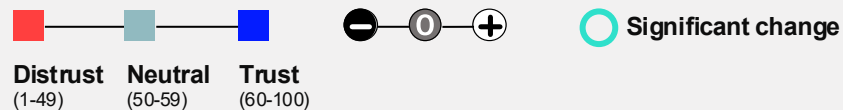
# Supplemental Data Appendix



# Trust Increases For Each Institution Except NGOs; Only My Employer and Business Trusted

Percent trust

GLOBAL 28



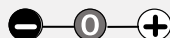
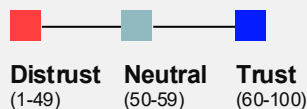
2026 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. "My employer" only asked to those who are employees of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. For the 2025 Trust Barometer, respondents in Canada who took the survey in French were recontacted after the initial fielding dates to address a translation issue affecting "My Employer." For more details, please see the Technical Appendix.



# My Employer Trusted in 27 of 28 Countries Measured

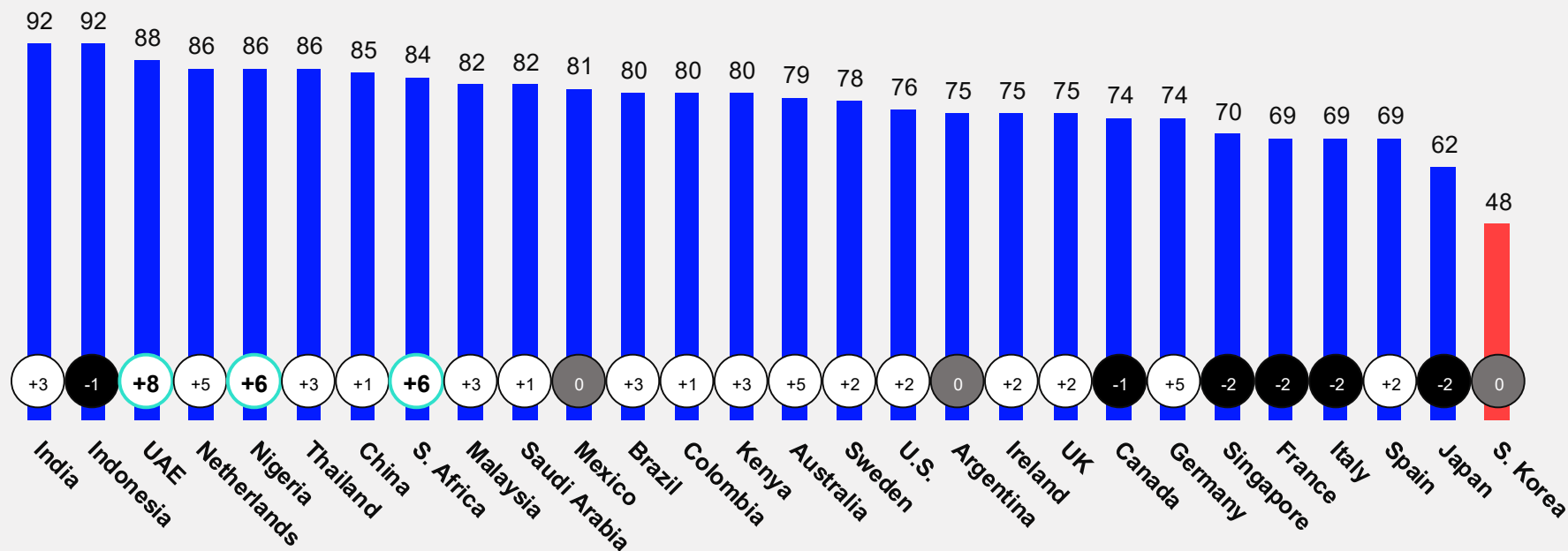
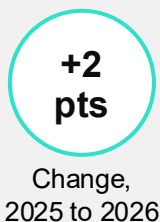
Percent of employees who say

GLOBAL 28



○ Significant change

I trust my employer to do what is right

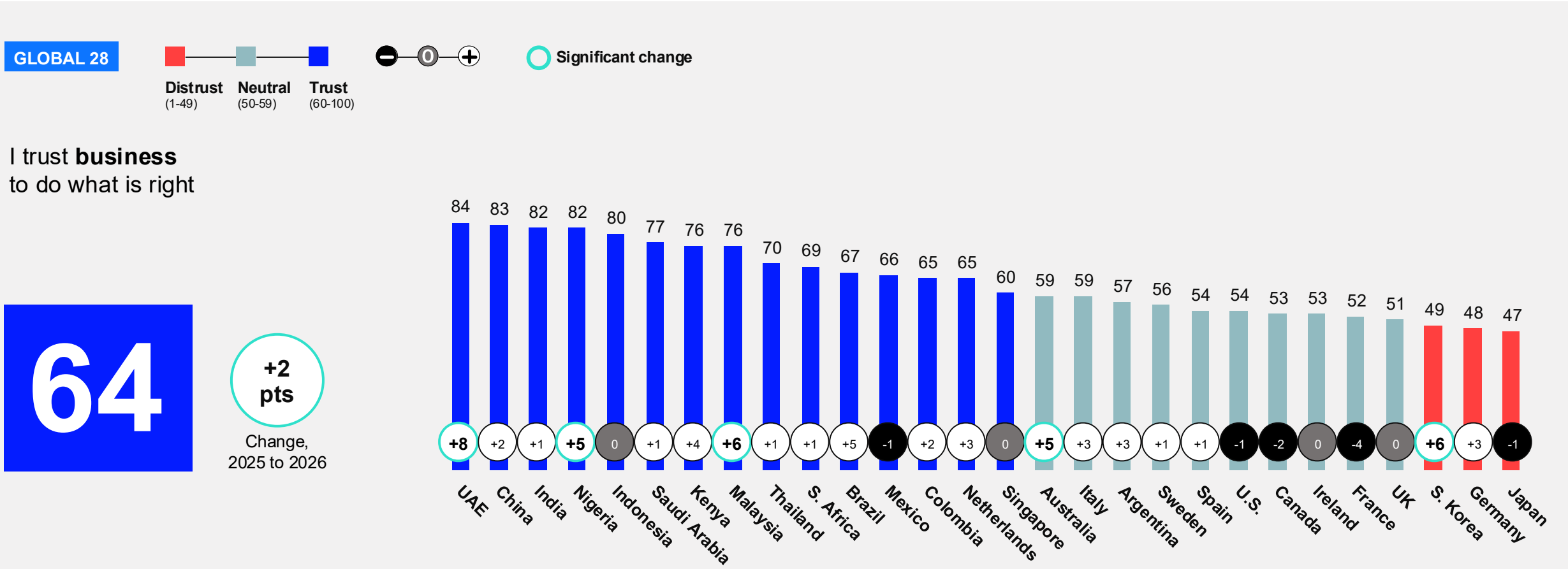


2026 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Attribute only asked to those who are employees of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. For the 2025 Trust Barometer, respondents in Canada who took the survey in French were recontacted after the initial fielding dates to address a translation issue affecting "My Employer." For more details, please see the Technical Appendix.



# Business Trusted in 15 of 28 Countries Measured

Percent who say



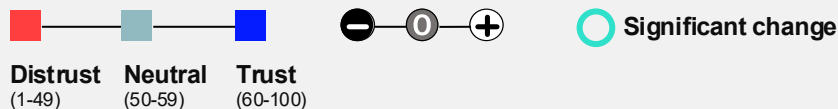
2026 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



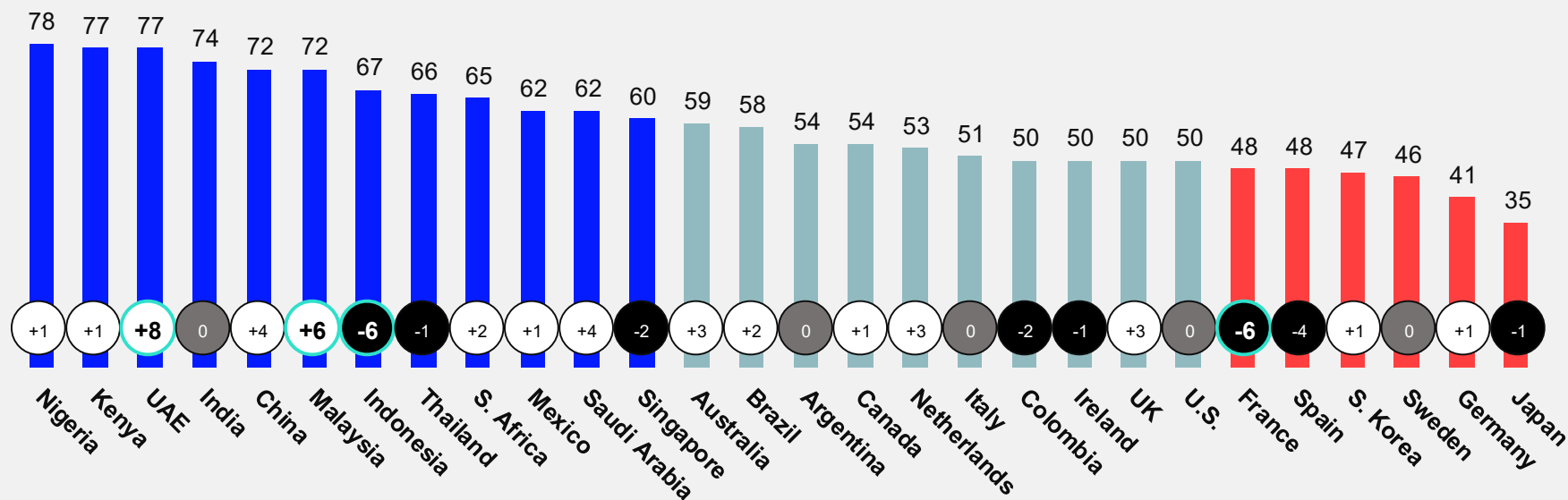
# NGOs Trusted in 12 of 28 Countries Measured

Percent who say

GLOBAL 28



I trust NGOs to do what is right



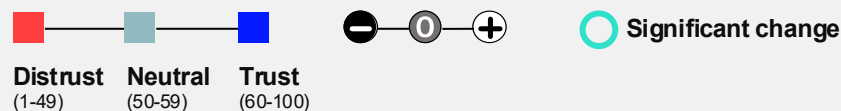
2026 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Media Distrusted in 13 of 28 Countries Measured

Percent who say

GLOBAL 28

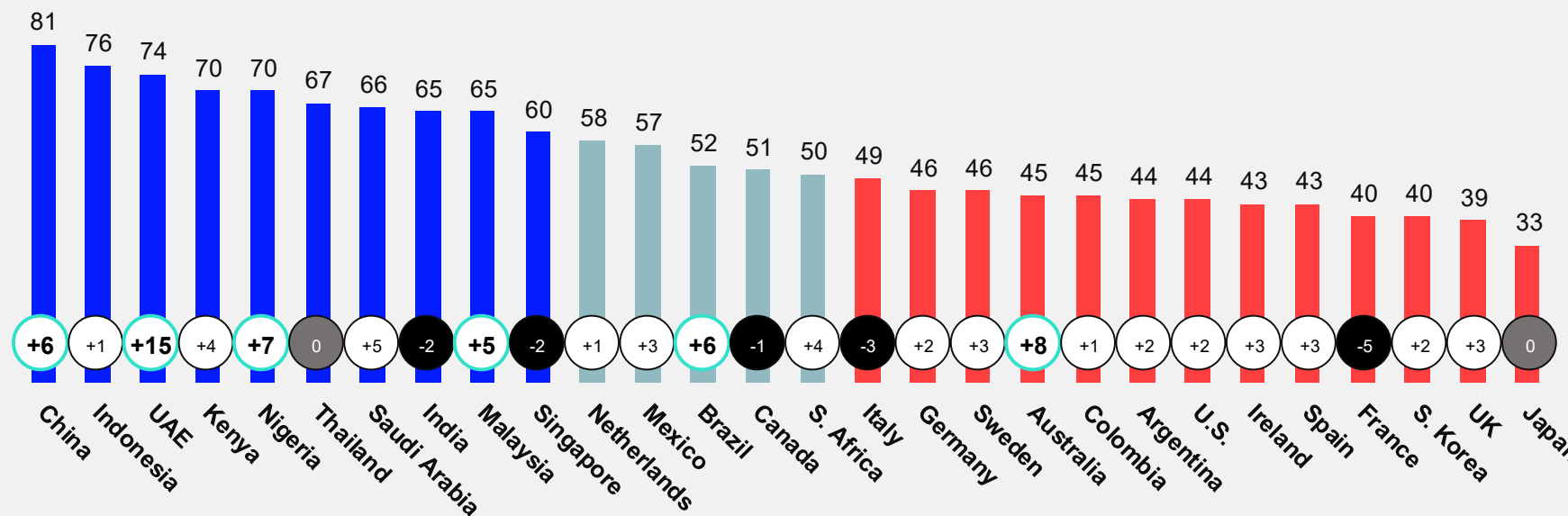


I trust media to do what is right

54

+2 pts

Change, 2025 to 2026



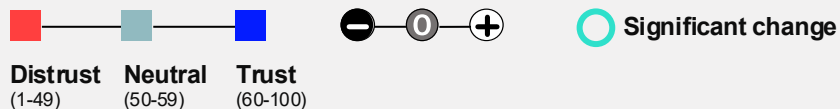
2026 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Government Distrusted in 14 of 28 Countries Measured

Percent who say

GLOBAL 28

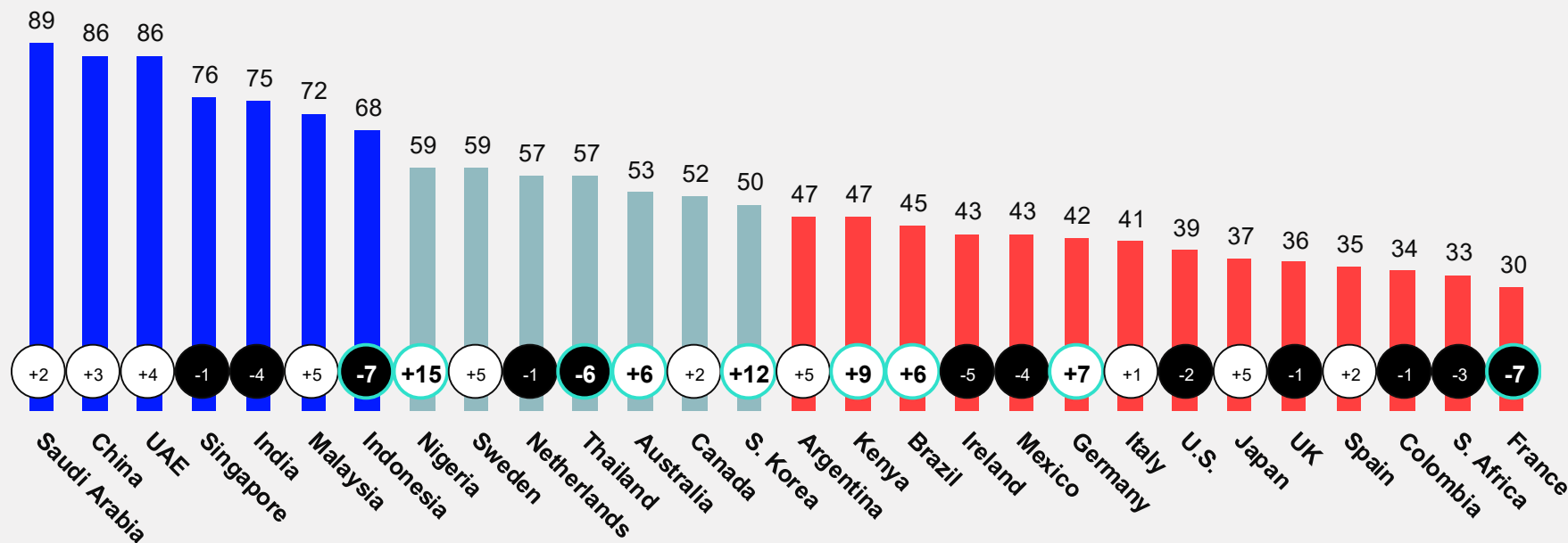


I trust **government** to do what is right

53

+1 pt

Change, 2025 to 2026



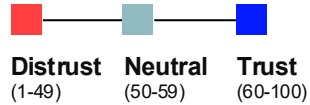
2026 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# High and Low Income Have Different Trust Realities

## Trust Index

(average percent trust in business, government, media, NGOs)



**2026 Edelman Trust Barometer.** The Trust Index is the average percent trust in business, government, media, and NGOs. 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., by income. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.

### 2026 High income (top 25%)

Trust Index	Country
65	Global 28
86	Indonesia
86	UAE
85	China
85	Nigeria
85	Saudi Arabia
80	India
76	Malaysia
74	Thailand
73	Kenya
71	Singapore
68	Netherlands
66	Mexico
63	Australia
62	Brazil
62	U.S.
61	S. Africa
58	Canada
57	Sweden
57	UK
56	Colombia
55	France
55	Italy
53	Germany
53	Spain
52	Ireland
50	Argentina
50	S. Korea
44	Japan

### 2026 Low income (bottom 25%)

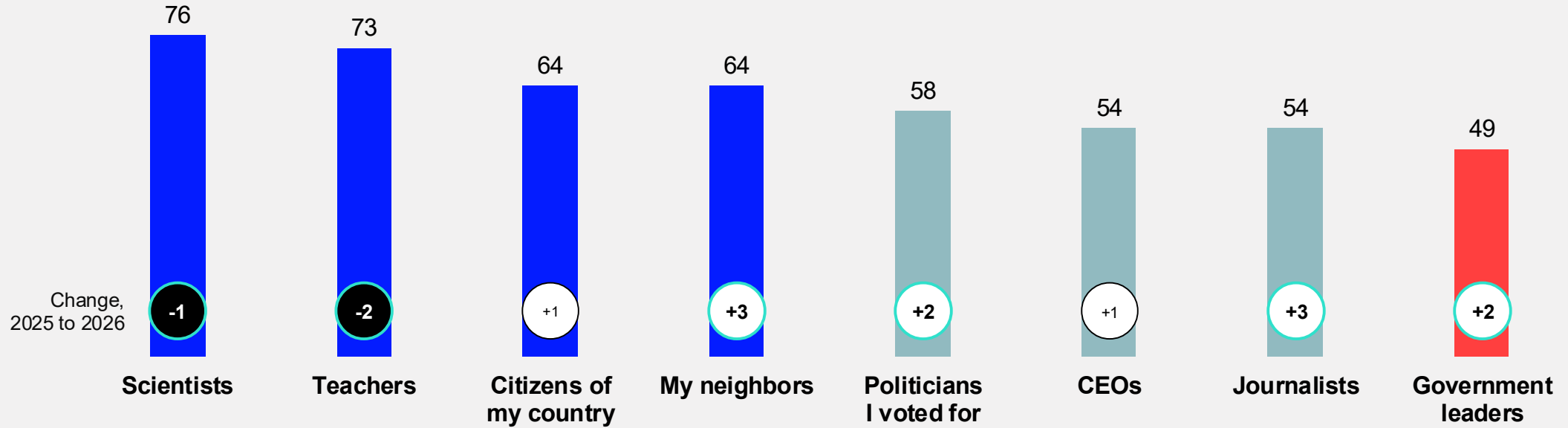
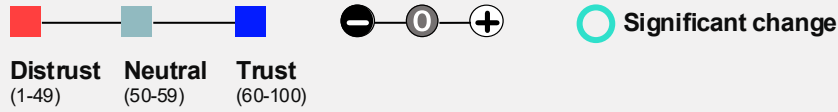
Trust Index	Country
50	Global 28
73	China
67	Malaysia
66	Kenya
66	UAE
64	India
64	Saudi Arabia
60	Indonesia
59	Nigeria
55	Singapore
54	Thailand
53	Brazil
53	S. Africa
50	Mexico
50	Netherlands
46	Canada
46	Italy
44	Argentina
44	Australia
44	Sweden
41	Colombia
41	Ireland
40	S. Korea
38	UK
36	Spain
35	Germany
33	France
33	U.S.
31	Japan



# Despite Decline, Scientists and Teachers Remain Most Trusted

Percent trust

GLOBAL 28



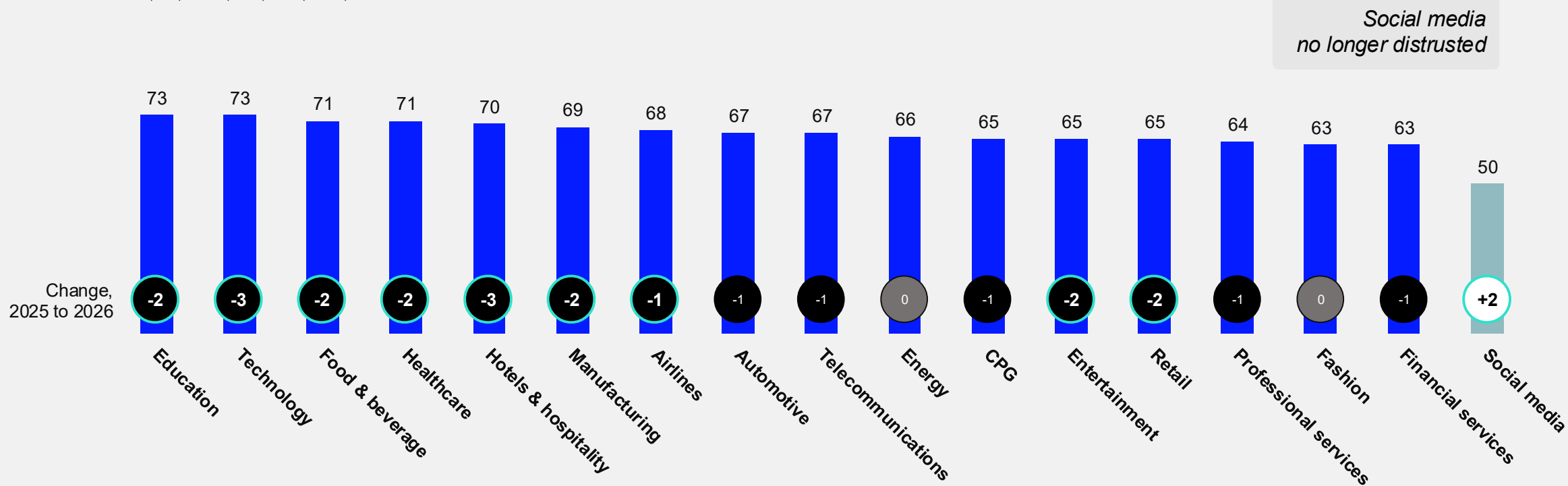
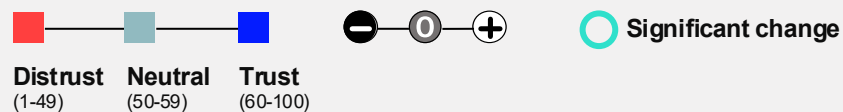
2026 Edelman Trust Barometer. TRU\_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. For the 2025 Trust Barometer, respondents in Canada who took the survey in French were recontacted after the initial fielding dates to address a translation issue affecting "Citizens of my country" and "My neighbors." For more details, please see the Technical Appendix.



# Despite Declines, Most Industry Sectors Remain Trusted

Percent trust

GLOBAL 28

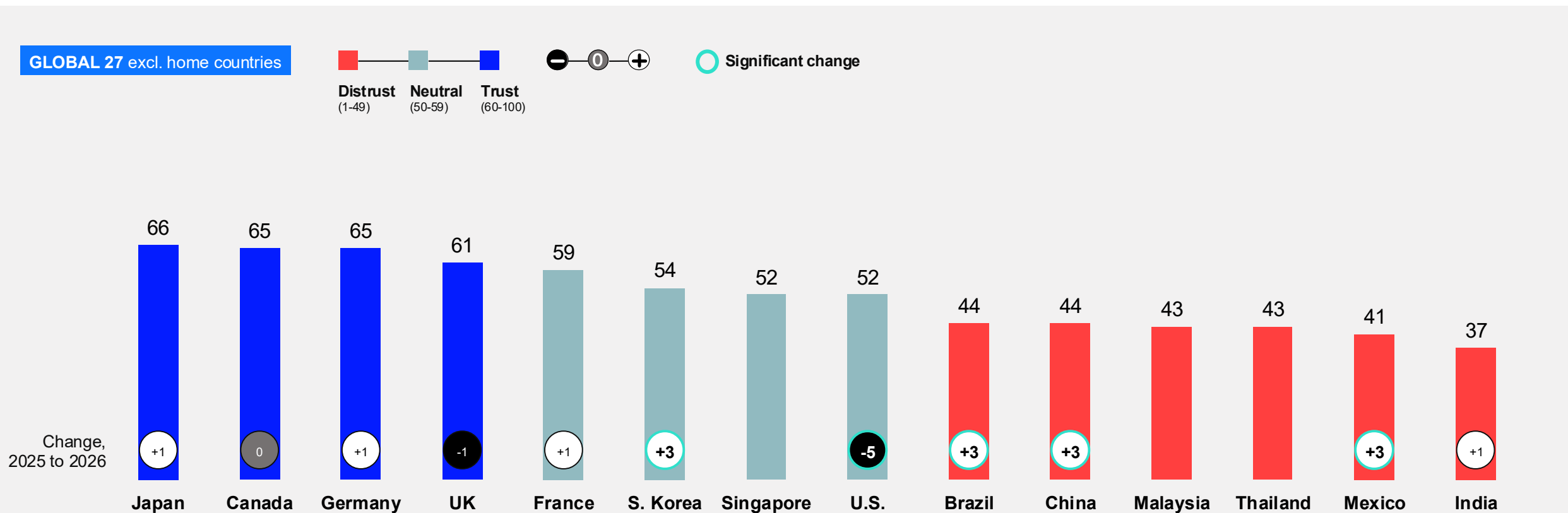


2026 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Trust in Companies Headquartered in Foreign Countries

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



2026 Edelman Trust Barometer. TRU\_NAT. 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 to partial sample. General population, 27-mkt avg. Data excludes respondents from the country being rated. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Majority in 25 of 28 Markets Have an Insular Trust Mindset Toward Others

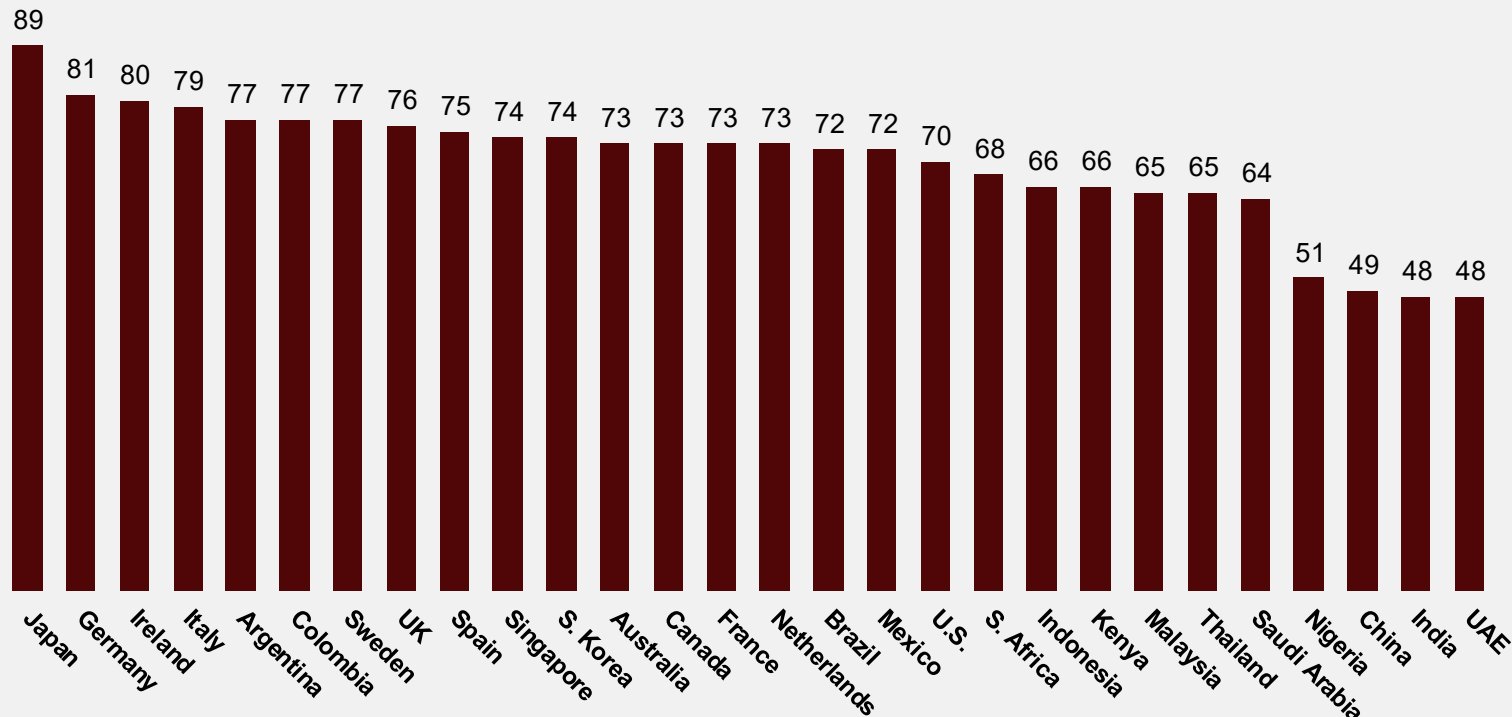
On average, percent who say

GLOBAL 28

I am generally **hesitant or unwilling to trust** someone who differs from me in these ways:

- Lives by **different core values**
- Believes **different facts** and trusts **different sources**
- Wants to address **societal problems differently**
- Has a **different culture, background, or lifestyle**

70%



2026 Edelman Trust Barometer. Insularity segments. General population, 28-mkt avg. Data shown reflects the sum of the percentages of respondents in the hesitant and unwilling groups. For a full explanation of how the insularity segments were created, please see the Technical Appendix.



# Majority Across Demographics Have an Insular Trust Mindset Toward Others

On average, percent who say

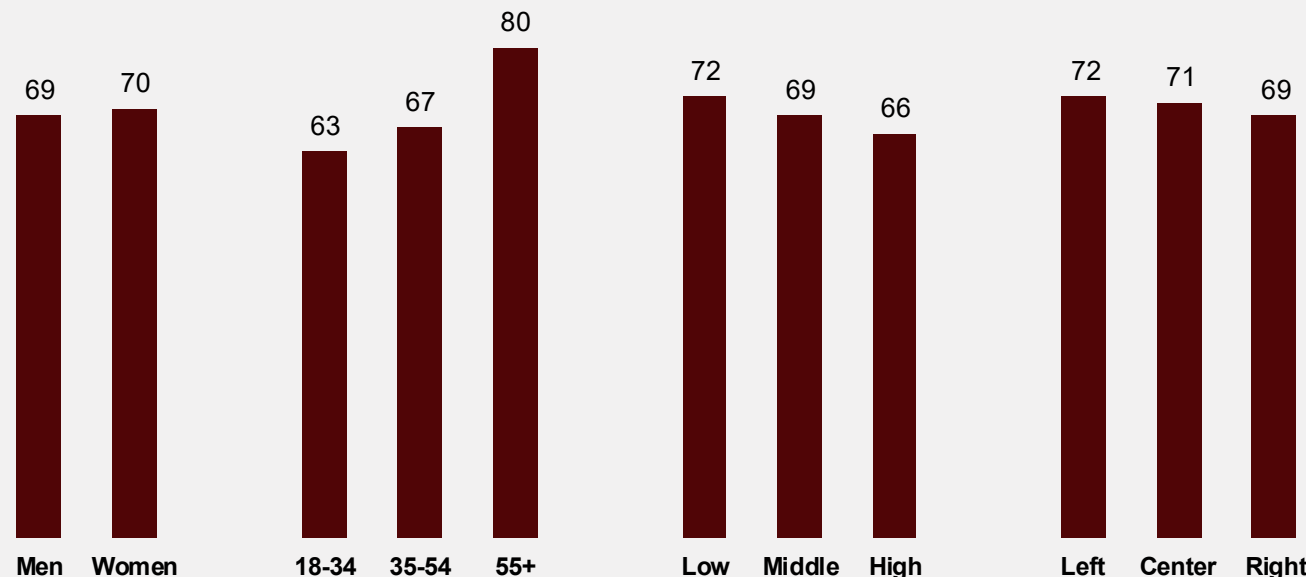
GLOBAL 28

I am generally **hesitant or unwilling to trust** someone who differs from me in these ways:

- Lives by **different core values**
- Believes **different facts** and trusts **different sources**
- Wants to address **societal problems differently**
- Has a **different culture, background, or lifestyle**

70%

GENDER | AGE | INCOME | POLITICS\*



2026 Edelman Trust Barometer. Insularity segments. General population, 28-mkt avg., and by gender, age, income and political leaning. Data shown reflects the sum of the percentages of respondents in the hesitant and unwilling groups. \*Political leaning is not asked in China, Saudi Arabia, Thailand or the UAE and represents a 24-mkt-avg. For a full explanation of how the insularity segments were created, please see the Technical Appendix.



# Technical Appendix



## 2026 Edelman Trust Barometer: The Sample

# Country Sample Sizes, Margins of Error, and Quotas

Country	Weighted Sample Size <sup>1</sup>	Unweighted Sample Size	Margin of Error <sup>2</sup>	Quotas Set On <sup>3</sup>
Global 28 <sup>4</sup>	33,600	33,938	+/- 0.7 percentage points total sample	Quotas set at the country level
Argentina	1,200	1,200	+/- 3.7 pct pts. total sample	Age, Gender, Region
Australia	1,200	1,204		
Brazil	1,200	1,200		
Canada	1,200	1,501		
China <sup>5</sup>	1,200	1,200		
Colombia	1,200	1,202		
France	1,200	1,203		
Germany	1,200	1,200		
India	1,200	1,200		
Indonesia	1,200	1,200		
Ireland	1,200	1,200	+/- 3.7 pct pts. total sample	Age, Gender, Region
Italy	1,200	1,200		
Japan	1,200	1,202		
Kenya	1,200	1,206		
Malaysia	1,200	1,203		
Mexico	1,200	1,201		
Netherlands	1,200	1,201		
Nigeria	1,200	1,202		
Saudi Arabia	1,200	1,202		
Singapore	1,200	1,200		
S. Africa	1,200	1,201		
S. Korea	1,200	1,201		
Spain	1,200	1,201		
Sweden	1,200	1,201		
Thailand	1,200	1,201		
UAE	1,200	1,202		
UK	1,200	1,202		
U.S.	1,200	1,202		

1. Data reported on slides is weighted to the same total base size to ensure each country has an equal effect on the global average. Some questions were asked to partial sample. Please refer to the footnotes on each slide for details.

2. Margin of error is calculated on the unweighted sample sizes, utilizing a 99% confidence interval.

3. There were additional quotas on ethnicity in the UK and U.S., and on nationality in Saudi Arabia and the UAE.

4. The "global average" indicates the average result of all the countries where data was collected. As mentioned above, there has been no adjustment made to the population size relative to each country and the global average is not intended to suggest a total result of the entire global population.

5. All data collected in China is from the mainland. Regions of Greater China were not surveyed.



## 2026 Edelman Trust Barometer: The Sample

# Partial Sample Size and Margin of Error

To improve respondent experience and minimize the length of interview, several questions included in this report were only asked to a subset of the sample<sup>1</sup>. Please refer to the below specifications to better understand which questions were not asked to the full sample and thus will have a larger margin of error than questions asked to all respondents.

Variable	Total Answering at Reported Global Avg (unweighted)	Country Base (unweighted)		Total Margin of Error <sup>2</sup> (+/- percentage points)	Country Margin of Error <sup>2</sup> (+/- percentage points)	
		min	max		range	
TRU_NAT	8,482	298	375	1.4	6.7	7.5
BET_FUT	25,456	898	1,126	0.8	3.8	4.3
POP_EMO	21,845 (Global 24) 23,653 (Global 26)	898	1,126	0.9 (Global 24) 0.8 (Global 26)	3.8	4.3
MED_SEG_OFT	23,653	898	1,126	0.8	3.8	4.3
TRU_CNG_HOW	11,629	404	529	1.2	5.6	6.4
CIR_KPI	25,456	898	1,126	0.8	3.8	4.3
DIS_PRB	12,724	448	563	1.1	5.4	6.1
BUS_TRU	12,724	448	563	1.1	5.4	6.1
FGN_LCL	8,482	298	375	1.4	6.7	7.5
BRK_RSP	24,556	898	1,126	0.8	3.8	4.3
BRK_PER	12,282	449	563	1.2	5.4	6.1
MED_BRK	12,282	449	563	1.2	5.4	6.1
GOV_BRK	12,274	448	563	1.2	5.4	6.1
NGO_BRK	12,274	448	563	1.2	5.4	6.1
BUS_BRK	12,732	449	563	1.1	5.4	6.1
VOU_2	3,767	69	236	2.1	8.4	15.5
VOU_4	4,117	79	246	2.0	8.2	14.5
TRU_IND	8,482	298	375	1.4	6.7	7.5

1. Some items within a question were shown only to respondents who are employees of organizations. Employee-specific base size and margin of error is not reflected here.

2. Margin of error is calculated on the unweighted sample sizes, utilizing a 99% confidence interval.



2025 Edelman Trust Barometer: The Sample

## Additional 2025 Trust Barometer Fielding in Canada

Respondents in Canada have the option to take the survey in English or in French.

In 2025, a translation error in the French version of the survey, originally fielded between October 25 and Nov 16, 2024, caused some items and words to be shown in English instead of French, including “My employer.”

To address this and ensure each respondent was able to answer the full survey in their preferred language, all Canadian respondents who took the survey in French were re-contacted between December 12 and 17, 2024 to answer French language versions of the impacted questions, as well as associated questions used for comparing or segmenting data. This new data replaced the original data collected in the dataset at those impacted questions.

French-selecting respondents who did not participate in the recontact were removed from the final data set. All data was then re-weighted to be nationally representative of gender, age, and region in Canada.

### To summarize:

- All Canada data among English-selecting respondents is from the original fielding wave of Oct 25 – Nov 12.
- Canada data among French-selecting respondents at the impacted questions is from the recontact fielding wave of Dec 12 – 17.
- Canada data among French-selecting respondents at all other questions is from the original fielding wave of Oct 25 – Nov 12.
- Each Canada respondent who selected French and is present in the final dataset took both waves of the survey, so the sample is consistent across questions.

Data in the 2026 report that is trended back to 2025 may be impacted by this translation error. Any impacted data is indicated in the footnote of the slide.



2026 Edelman Trust Barometer: The Sample

# Global Averages: Current Year and Historical Tracking

	Global 28	Tracking Average Global 26	Tracking Average Global 24	Tracking Average Global 21
<b>All countries surveyed:</b>	Used for <b>current year averages</b> and <b>tracking to 2023</b>	Used for <b>tracking to 2020</b>	Used for <b>tracking to 2019</b>	Used for <b>tracking to 2012</b>
Argentina	Argentina	Argentina	Argentina	Argentina
Australia	Australia	Australia	Australia	Australia
Brazil	Brazil	Brazil	Brazil	Brazil
Canada	Canada	Canada	Canada	Canada
China	China	China	China	China
Colombia	Colombia	Colombia	Colombia	----
France	France	France	France	France
Germany	Germany	Germany	Germany	Germany
India	India	India	India	India
Indonesia	Indonesia	Indonesia	Indonesia	Indonesia
Ireland	Ireland	Ireland	Ireland	Ireland
Italy	Italy	Italy	Italy	Italy
Japan	Japan	Japan	Japan	Japan
Kenya	Kenya	Kenya	----	----
Malaysia	Malaysia	Malaysia	Malaysia	Malaysia
Mexico	Mexico	Mexico	Mexico	Mexico
Netherlands	Netherlands	Netherlands	Netherlands	Netherlands
Nigeria	Nigeria	----	----	----
Saudi Arabia	Saudi Arabia	Saudi Arabia	Saudi Arabia	----
Singapore	Singapore	Singapore	Singapore	Singapore
S. Africa	S. Africa	S. Africa	S. Africa	----
S. Korea	S. Korea	S. Korea	S. Korea	S. Korea
Spain	Spain	Spain	Spain	Spain
Sweden	Sweden	----	----	----
Thailand	Thailand	Thailand	----	----
UAE	UAE	UAE	UAE	UAE
UK	UK	UK	UK	UK
U.S.	U.S.	U.S.	U.S.	U.S.



2026 Edelman Trust Barometer: The Sample

# Global Averages: Special Averages

	Sensitive Markets Global 27	Sensitive Markets Global 26
<b>All countries surveyed:</b>	Used for <b>current year averages</b> ; excludes sensitive country <sup>1</sup>	Used for <b>current year averages</b> ; excludes sensitive countries <sup>1</sup>
Argentina	Argentina	Argentina
Australia	Australia	Australia
Brazil	Brazil	Brazil
Canada	Canada	Canada
China	----	----
Colombia	Colombia	Colombia
France	France	France
Germany	Germany	Germany
India	India	India
Indonesia	Indonesia	Indonesia
Ireland	Ireland	Ireland
Italy	Italy	Italy
Japan	Japan	Japan
Kenya	Kenya	Kenya
Malaysia	Malaysia	Malaysia
Mexico	Mexico	Mexico
Netherlands	Netherlands	Netherlands
Nigeria	Nigeria	Nigeria
Saudi Arabia	Saudi Arabia	Saudi Arabia
Singapore	Singapore	Singapore
S. Africa	S. Africa	S. Africa
S. Korea	S. Korea	S. Korea
Spain	Spain	Spain
Sweden	Sweden	Sweden
Thailand	Thailand	----
UAE	UAE	UAE
UK	UK	UK
U.S.	U.S.	U.S.

1. Because some of the content we ask is deemed politically sensitive, there are several countries where we take special precautions in order to avoid putting our respondents, or ourselves, in a position to break any local laws. We work closely with our sample partner and its legal team to identify which questions, and in what countries, we should refrain from asking. The countries where we removed certain questions and/or answer options in the survey are noted in the labels on the slide.



2026 Edelman Trust Barometer: The Sample

# Survey Languages Used and Internet Penetration by Country

	Languages	Internet Penetration*
<b>Argentina</b>	Localized Spanish	90%
<b>Australia</b>	Localized English	97%
<b>Brazil</b>	Portuguese	84%
<b>Canada</b>	Localized English, Canadian French	94%
<b>China</b>	Simplified Chinese	92%
<b>Colombia</b>	Localized Spanish	77%
<b>France</b>	Localized French	89%
<b>Germany</b>	German	94%
<b>India</b>	Localized English, Hindi	56%
<b>Indonesia</b>	Indonesian	73%

	Languages	Internet Penetration*
<b>Ireland</b>	Localized English	96%
<b>Italy</b>	Italian	89%
<b>Japan</b>	Japanese	87%
<b>Kenya</b>	Localized English	35%
<b>Malaysia</b>	Malay	98%
<b>Mexico</b>	Localized Spanish	81%
<b>Netherlands</b>	Localized English, Dutch	97%
<b>Nigeria</b>	Localized English	39%
<b>Saudi Arabia</b>	Localized English, Modern Standard Arabic	100%
<b>Singapore</b>	Localized English, Simplified Chinese	94%

	Languages	Internet Penetration*
<b>S. Africa</b>	Localized English, Afrikaans	76%
<b>S. Korea</b>	Korean	98%
<b>Spain</b>	Localized Spanish	96%
<b>Sweden</b>	Localized English, Swedish	96%
<b>Thailand</b>	Thai	91%
<b>UAE</b>	Localized English, Modern Standard Arabic	100%
<b>UK</b>	Localized English	96%
<b>U.S.</b>	English, Localized Spanish	93%

\*Data source: Individuals using the Internet (% of population) | Data (worldbank.org). Date accessed: January 13, 2026. In countries with lower internet penetration, the online sample in those countries tends to skew younger, urban, and more affluent.



2026 Edelman Trust Barometer: Data Analysis in Detail

## How We Plotted the Institutional Competence and Ethics Scores

We define trust as the combination of competence and ethics. The report features a chart depicting how competent and ethical each of the institutions are rated to be. Here's how we calculated each score.

**The competence score (the x-axis of the plot):** An institution's competence score is a net of the top 3 box (AGREE) minus the bottom 3 box (DISAGREE) responses to the question "To what extent do you agree with the following statement? *[INSTITUTION] in general is good at what it does*". The resulting net score was then subtracted by 50, which means that for an institution to qualify as competent, it would require a net difference of 51 points or more in its percentage of top 3-box ratings versus its bottom 3-box ratings. This ensures that an institution could not be considered competent unless there is a majority who rate it as such.

**The net ethical score (the y-axis of the plot):** The ethics dimension is defined by four separate items. For each item, a net score was calculated by taking the top 5 box percentage representing a positive ethical perception minus the bottom 5 box percentage representing a negative ethical perception. The y-axis value is an average across those 4 net scores. Scores higher than zero indicate an institution that is perceived as ethical.

### Respondents were asked:

In thinking about why you do or do not trust *[INSTITUTION]*, please specify where you think they fall on the scale between the two opposing descriptions. *(Please use the slider to indicate where you think [INSTITUTION] falls between the two extreme end points of each scale.)*

Dimension	Ethical Perception	Unethical Perception
Purpose-Driven	Highly effective agents of positive change	Completely ineffective agents of positive change
Honest	Honest and fair	Corrupt and biased
Vision	Have a vision for the future that I believe in	Do not have a vision for the future that I believe in
Fairness	Serve the interests of everyone equally and fairly	Serve the interests of only certain groups of people



## 2026 Edelman Trust Barometer: Data Analysis in Detail

# How We Measured Insularity

The insularity segmentation was created by assigning respondents into one of three groups based on how they rated their own willingness to trust someone who is different from themselves.

Respondents were shown four ways someone could differ from them: their values they live by, approaches to solving societal problems, trusted facts and sources, and culture or background. For each dimension of difference, they were asked to assess their willingness to trust someone like this using the scale points to the right.

A respondent's individual ratings at each dimension of difference were averaged together\* to create one number indicating their overall average willingness to trust someone who is different from them.

That score was then used to classify respondents into one of three groups:

- **Unwilling to trust (30%):** average score between 1 and 2.5
- **Hesitant to trust (40%):** average score between 2.51 and 3.49
- **Open to trust (30%):** average score between 3.5 and 5

<b>Question text</b>	<b>TRU_CIR_PEP.</b> We want to know what kinds of people you do and do not trust. Please indicate whether you could, or currently do, trust someone who was different from you in the following ways. (Please select one response for each.)
<b>Scale points</b>	<ol style="list-style-type: none"> <li>1. Definitely not, I could never trust someone like this</li> <li>2. Probably not</li> <li>3. Probably yes</li> <li>4. Definitely yes, I could trust someone like this</li> <li>5. Yes, and I currently do trust someone like this</li> <li>99. Don't know / Not sure</li> </ol>
<b>Dimensions of difference</b>	<ol style="list-style-type: none"> <li>1. Many of the core values they live by are different from yours. Their moral code, sense of right and wrong, or beliefs about justice do not match yours.</li> <li>2. They want to solve societal problems differently than you do. They would use different approaches or different types of solutions than you would to address societal challenges.</li> <li>3. Many of the facts they rely on are different from yours. They believe different things are true and trust different sources of information.</li> <li>4. Their culture, life experiences, or backgrounds are different from yours. They have a different level of education or wealth, live in a different part of the world, or have a different lifestyle.</li> </ol>

\*If a respondent said "Don't know / Not sure" to any of the four dimensions of difference, that dimension was left out of the average score calculated for that respondent.



About the Data:

## French Data Model

In 2021, the translation of “government in general” in the French questionnaire was incorrectly changed to “authorities in general,” affecting data in all studies conducted in France from 2021 to 2023. When we discovered the inconsistency in early 2023, we suppressed all affected data while investigating the possibility of modeling and replacing the missing data.

Over the course of 2023, we built a data model that could reliably predict what the France data would have been if the translation were consistent. This involved identifying items (shown in the list on the right) that are predictive of trust in government in other Western democracies and testing whether they had similar predictive power in France.

To build a model with a sufficient level of accuracy, we iterated through 5,000 different randomly split samples, controlling for gender, income, age, and other demographics, of France data collected in the 2024 Edelman Trust Barometer and in the 2023 Special Report: Trust and Climate Change. In both surveys, we used the accurate translation for trust in “government in general,” along with the predictor variables. In both surveys, we also included the trust in “authorities in general” attribute for our French respondents. This allowed us to include the mistranslated variable in our model as one of the predictors for trust in government.

For each split sample, 75% of the sample was used to train the data, and the remaining 25% was used as a test group. Using a random forest classification model, we were able to accurately classify 89.41% of respondents as trusters or non-trusters, which gave us the confidence to repopulate the data in affected reports with data from our predictive model.

The modeled data was applied to the France data from each impacted year (2021, 2022, and 2023) to predict the overall level of trust in government in general. The Trust Index for those years has also been updated, given that trust in government is part of that calculation.

Predictors	Question text
<b>Trust in institutions</b>	<b>TRU_INS:</b> Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”.
	Media in general
	Business in general
	Non-governmental organizations (NGOs)
<b>Economic optimism</b>	<b>CNG_FUT:</b> Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years’ time?
<b>Government competence</b>	<b>TRU_3D_GOV:</b> To what extent do you agree with the following statement?
	Government in general is good at what it does
<b>Fears of gig-economy</b>	<b>POP_EMO:</b> 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?
	Permanent jobs with benefits being replaced by freelance, gig-economy or short-term jobs that do not offer benefits
<b>Government ethics dimensions</b>	<b>GOV_PER_DIM:</b> In thinking about why you do or do not trust government in general, please specify where you think it falls on the scale between the two opposing descriptions.
	Highly effective agent of positive change
	Honest and fair
	Has a vision for the future that I believe in
	Serves the interests of everyone equally and fairly



	1	2
	3	4
	5	6

## Cover Image Credits

1. Pope Leo XIV greets a child during his Wednesday General Audience at St. Peter's Square on December 17, 2025 in Vatican City, Vatican: *Vatican Pool via Getty Images*
2. A board displays the chart of Germany's share index DAX at the stock exchange in Frankfurt am Main, western Germany, on the last day of 2025 trading, December 30, 2025: *DANIEL ROLAND via Getty Images*
3. A vendor organizes eggs at the Paloquemao Fruit Market in Bogota on September 5, 2025: *RAUL ARBOLEDA via Getty Images*
4. Japan's Prime Minister Sanae Takaichi answers questions from Yoshihiko Noda, leader of the main opposition Constitutional Democratic Party of Japan (CDP), regarding her policy speech at the House of Representatives of the National Diet in Tokyo on November 4, 2025: *KAZUHIRO NOGI via Getty Images*
5. New York City Democratic mayoral candidate Zohran Mamdani waves with his wife Rama Duwaji (L) after delivering remarks at his election night watch party at the Brooklyn Paramount on November 4, 2025 in the Brooklyn borough of New York City. Mamdani defeated Independent candidate Andrew Cuomo and Republican candidate Curtis Sliwa in the closely watched election for New York City mayor: *Michael M. Santiago via Getty Images*
6. Red STOP AI protest flyer with meeting details taped to a light pole on a sunny city street, San Francisco, California, May 20, 2025: *Smith Collection/Gado via Getty Images*



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