

Top Findings Trust Amid Insularity

01

Insularity undermines trust.

64% of people in Saudi Arabia are either unwilling or hesitant to trust someone whose values, facts, problem-solving approaches, or cultural background differ from theirs, leaving just 37% open to trusting across divides.

02

Mass class divide deepens.

Since 2019, the gap in trust between high- and low-income groups has been volatile – reaching an all-time high of 35 points in 2021 before declining. Currently, the gap sits at 21 points, up 6 points since first measured in 2019.

03

Fear of disinformation surges.

Nearly two in three people in Saudi Arabia (63%) worry that other countries deliberately spread disinformation to inflame domestic divisions, an increase of 19 points since 2021.

04

Optimism for the future.

Two-thirds (65%) of people in Saudi Arabia believe the next generation will be better off. This is a stark contrast globally, as just 32% feel this way, a decline of 4 percentage points since last year.

05

Insularity is a widely recognised issue, but less prevalent in Saudi Arabia.

While there is broad agreement that insularity must be addressed, fewer see it as a serious problem in Saudi Arabia than globally. Sixty-five percent say people in their country distrust those with differences so much that they actively try to make things worse for one another,

06

Insularity is a key issue for business.

50% of employees would rather change departments than report to a manager with very different values, 42% of employees would reduce effort for a project lead with opposing beliefs, and 42% of the general population would accept higher prices and fewer choices to limit

07

Trusted voices on social media open closed doors.

Globally, people who trust influencers say they would trust or consider trusting a company they currently distrust if it were vouched for by someone they already trust, such as a food or lifestyle influencer (62%, among the 48% who trust one) or a financial influencer (57%, among the 44% who trust one).

08

CEOs must model trust-brokering behavior.

While 72% of people say CEOs are obligated to facilitate trust-building and actively bridge divides, only 57% believe they are doing it well (a 15-point gap), with effective actions including constructively engaging critics and skeptics (77%) and consulting people from diverse backgrounds when making decisions (73%).

09

Government and My Employer are seen as best positioned to broker trust.

The government (75%) and My Employer (77%) are seen as the best to facilitate trust building between distrusting groups, by 70% and 65%, respectively. Effective ways for employers to facilitate trust brokering include promoting a shared identity and culture (85%), building teams of coworkers with different values (84%), and providing training in constructive dialogue (84%).