2026 Edelman Trust Barometer

Trust Amid Insularity

Netherlands Report

Edelman
Trust Institute

2026 Edelman Trust Barometer

METHODOLOGY

Annual online survey in its 26th year

Fieldwork conducted: Oct 25 – Nov 16, 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.

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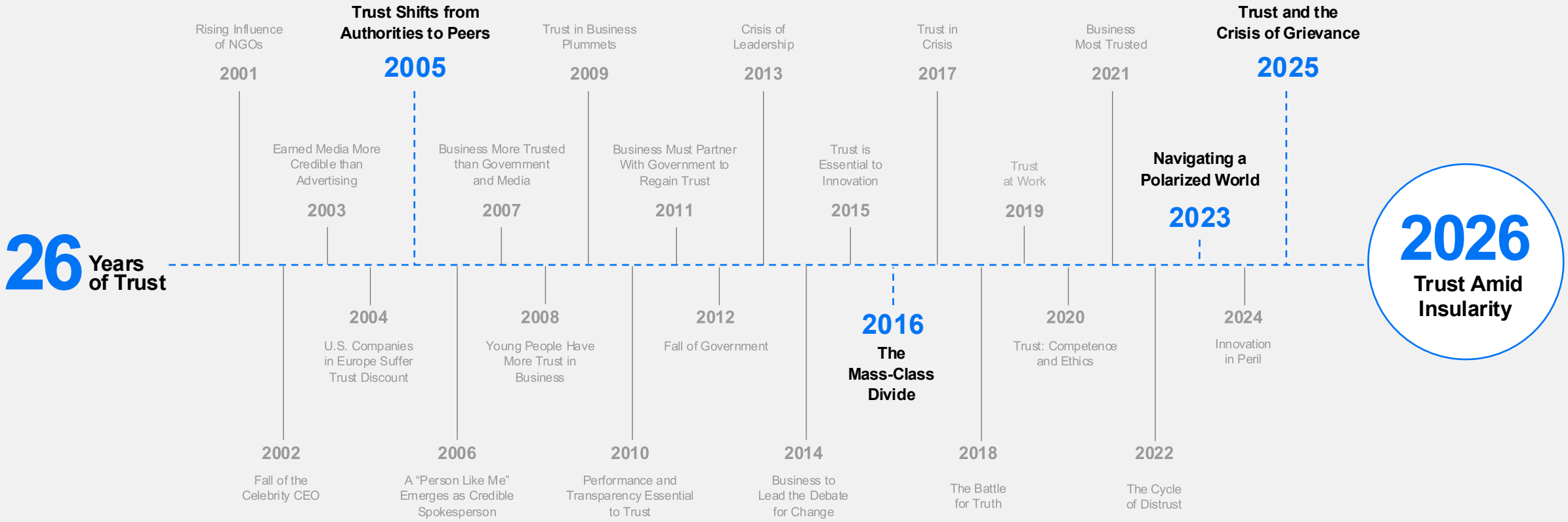
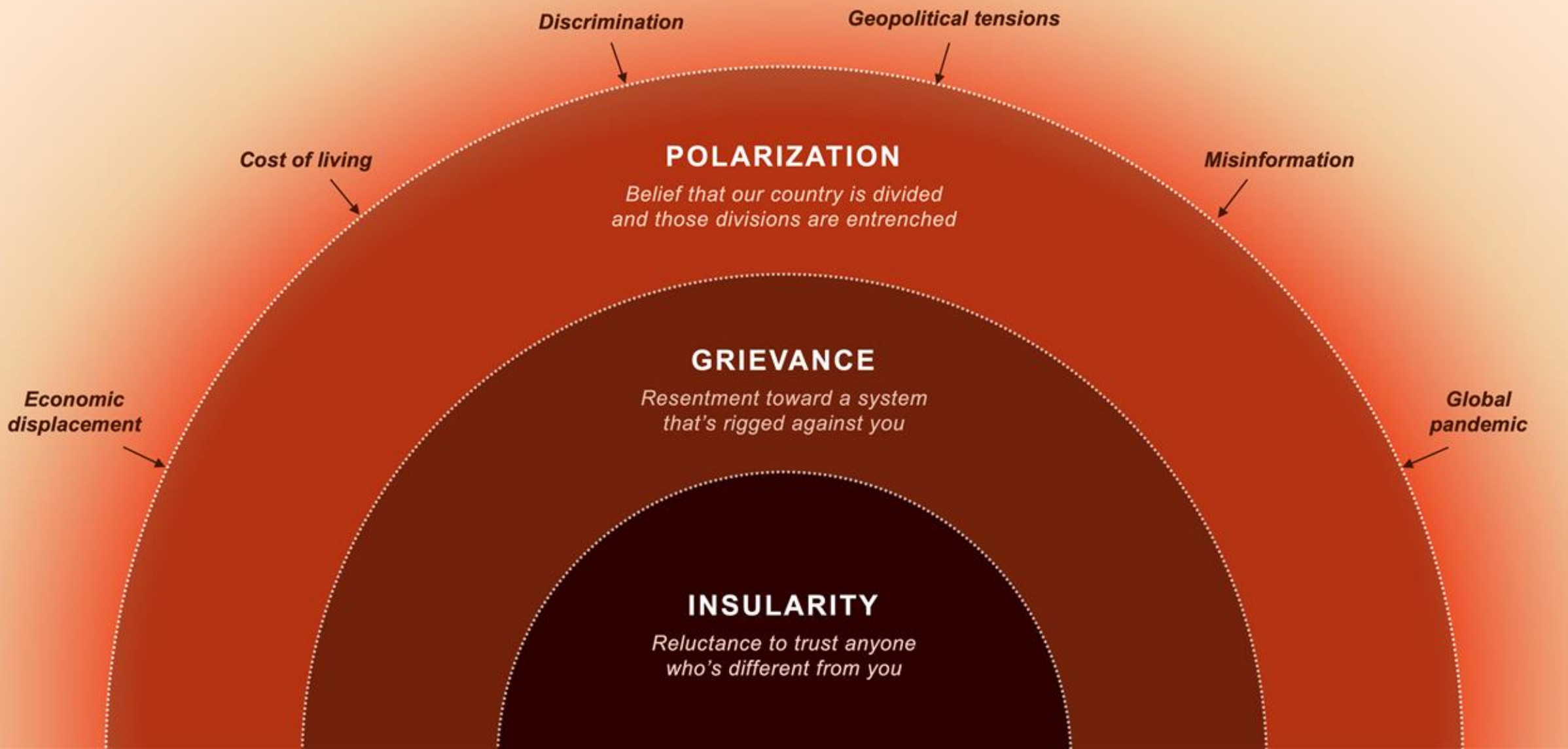
Shared Reality Erodes Over 20 Years



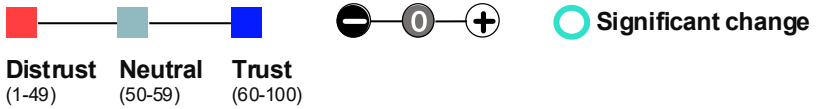
The Retreat Into Insularity



Trust Grows in Developing Countries, Stagnates in Developed

Trust Index

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



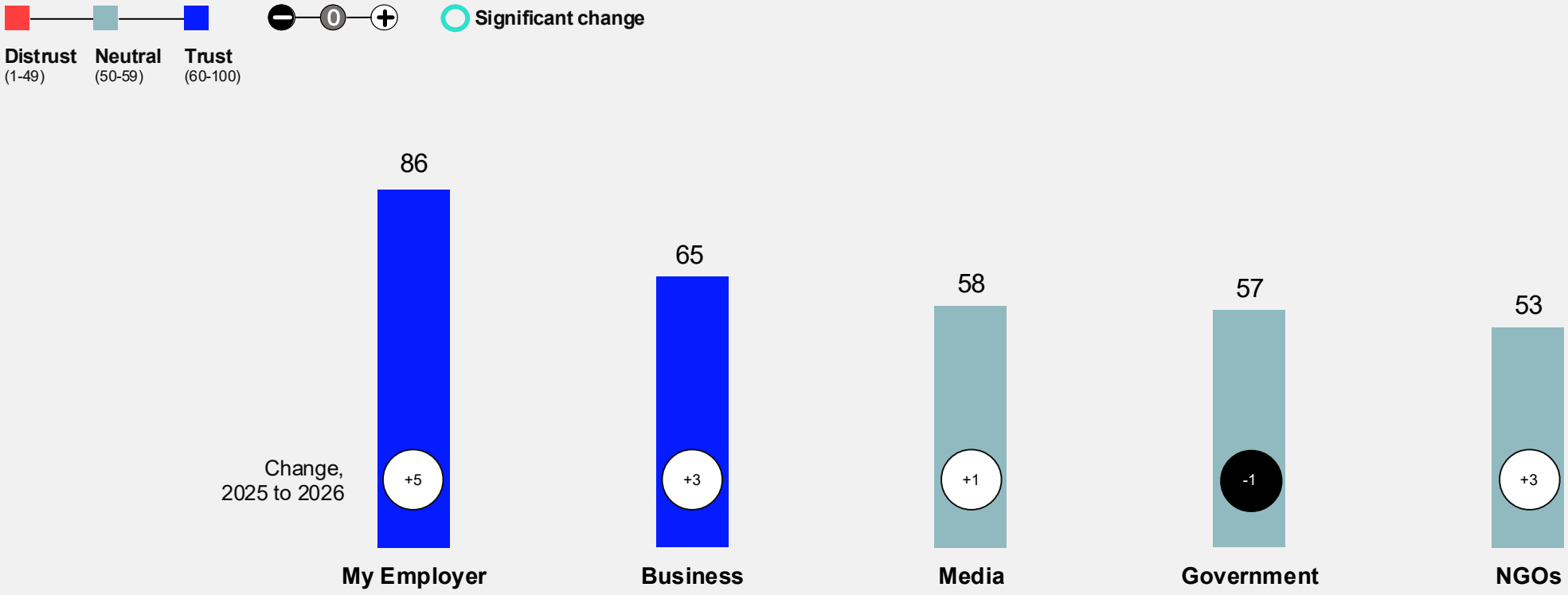
2025 General population	
56	**Global 28**
77	China
76	Indonesia
75	India
72	UAE
71	Saudi Arabia
66	Malaysia
66	Thailand
65	Nigeria
65	Singapore
63	Kenya
57	Mexico
57	Netherlands
53	S. Africa
52	Canada
51	Brazil
50	Italy
50	Sweden
49	Australia
49	Colombia
48	Argentina
48	France
48	Ireland
47	U.S.
44	Spain
43	UK
41	Germany
41	S. Korea
37	Japan

2026 General population	
57	**Global 28**
80	China
80	UAE
74	India
73	Indonesia
73	Saudi Arabia
72	Nigeria
71	Malaysia
68	Kenya
65	Thailand
64	Singapore
58	Netherlands
57	Mexico
56	Brazil
54	Australia
54	S. Africa
52	Canada
52	Sweden
50	Argentina
50	Italy
49	Colombia
47	Ireland
47	U.S.
46	S. Korea
45	Spain
44	Germany
44	UK
42	France
38	Japan

2026		
Developing countries	66	+3
Developed countries	49	+1

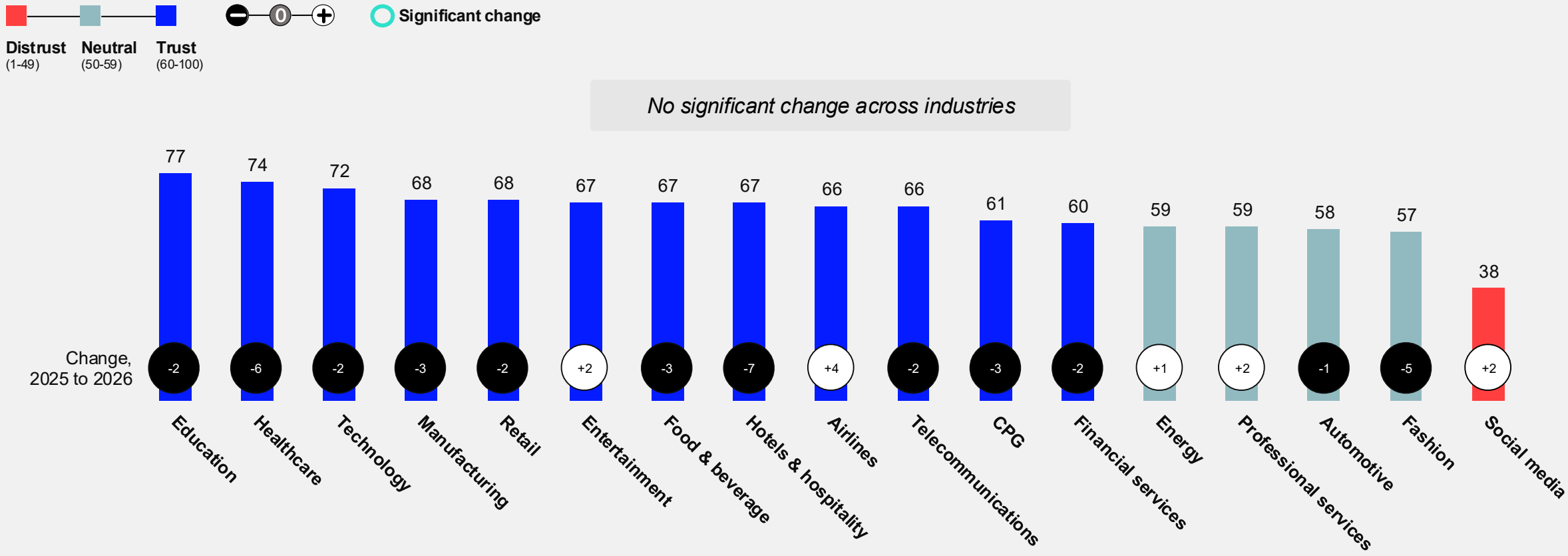
2026 Edelman Trust Barometer. The Trust Index is the average percent trust in business, government, media, and NGOs. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt 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.

In the Netherlands, *Only My Employer and Business is Trusted*



Trust Across Industries Stable Since Last Year

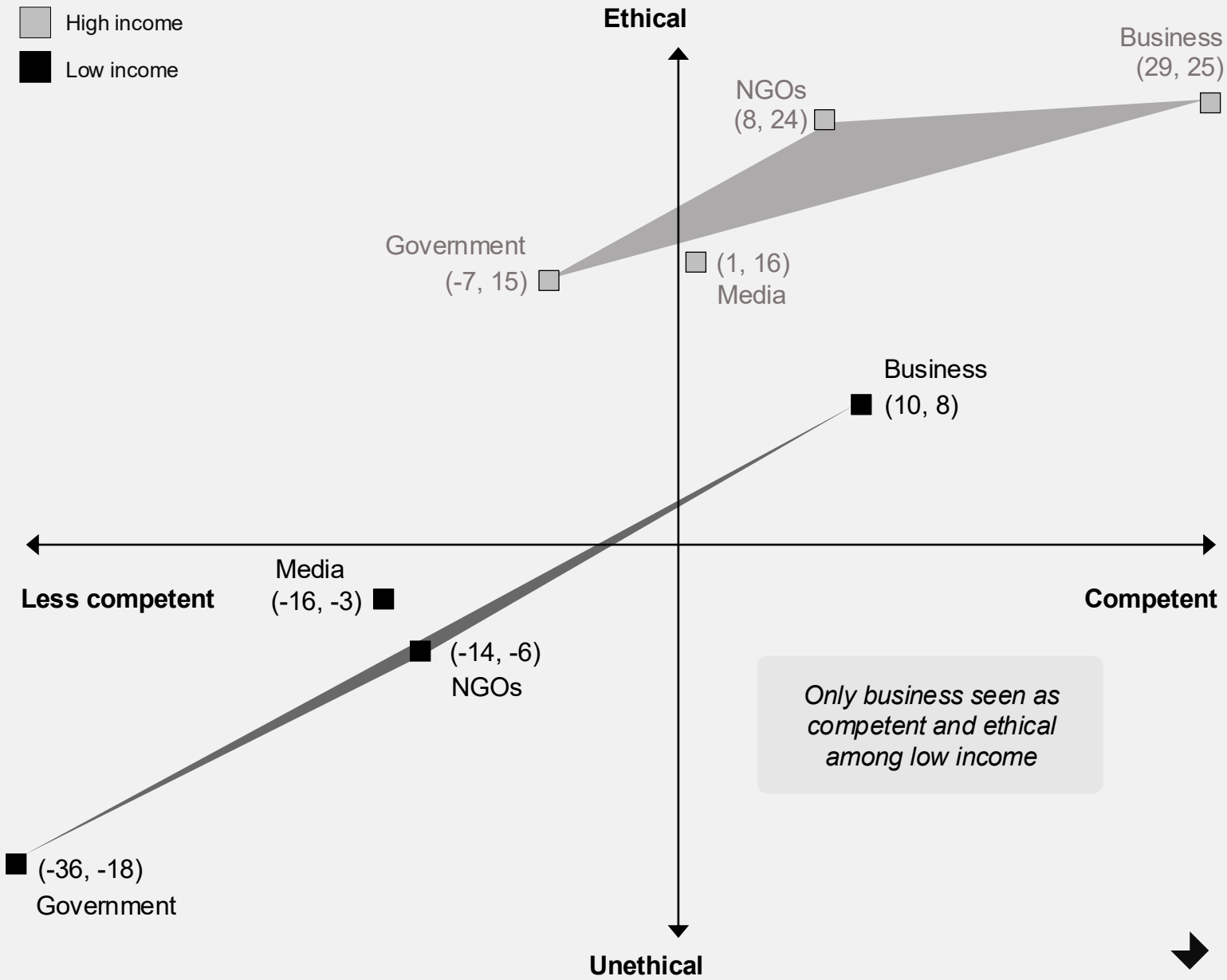
In the Netherlands, percent trust



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, Netherlands. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In the Netherlands, High and Low Income Live In Opposing Institutional Realities

(Competence score, net ethical score)



2026 Edelman Trust Barometer. The competence score is a net based on TRU_3D_[INS]/1. Media and NGOs were only asked of half the sample. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Media and NGOs were only asked of half the sample. General population, Netherlands, by income.

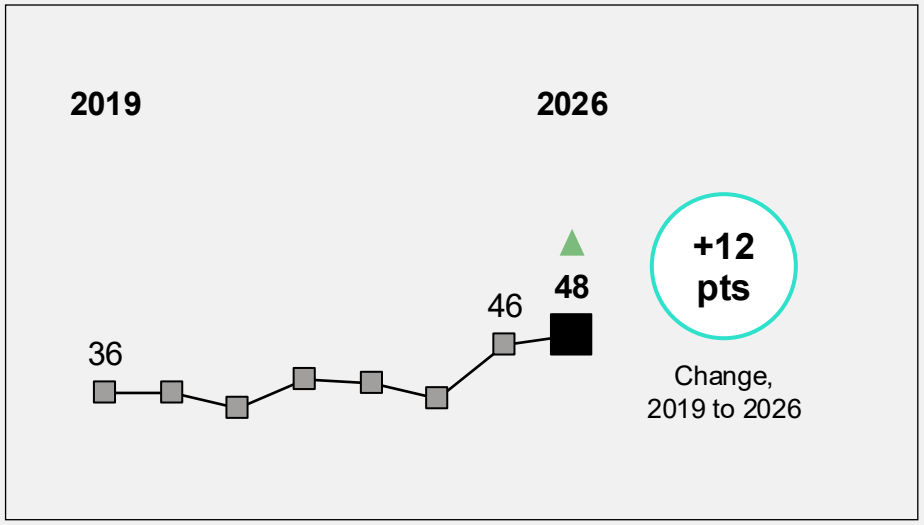
For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

In the Netherlands, Trade-Related Job Fears Hit All-Time High; Recession Anxiety Climbs Since 2020

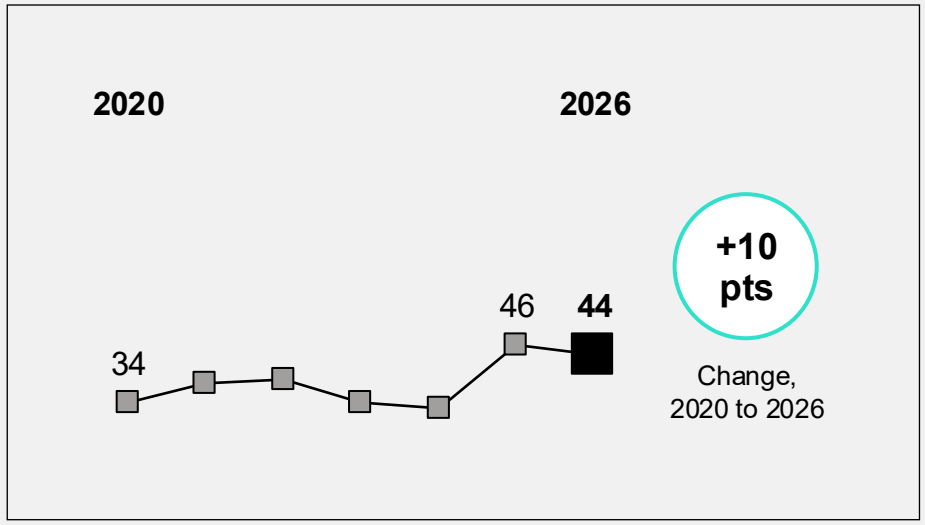
In the Netherlands, percent of employees who say

Significant change All-time highs and lows

I worry about **international trade and tariff conflicts** hurting the company I work for



I worry about losing my job as a result of a **looming recession**



2026 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. Question asked to partial sample, and these attributes were only asked to those who are employees of an organization (Q43/1). General population, Netherlands. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Few Believe Next Generation Will Be Better Off

Percent who say

GLOBAL 28 ⊖—0—⊕ ○ Significant change

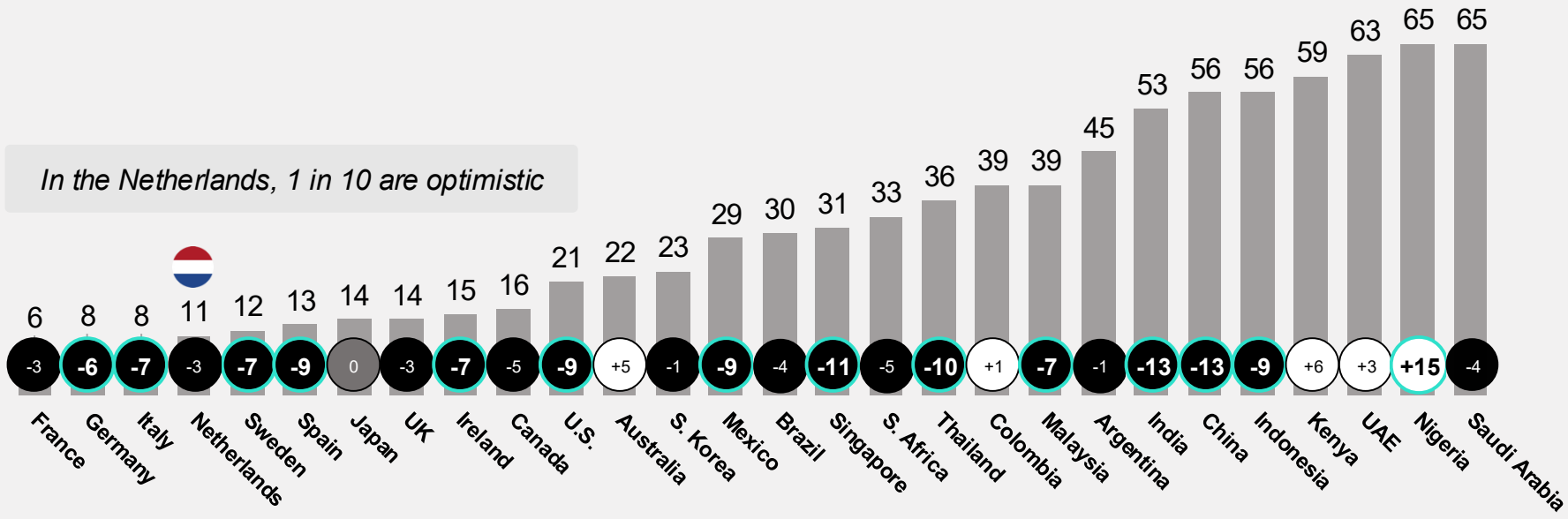
Compared to today,
the **next generation will be better off**

ONLY

32%

-4 pts
Change, 2025 to 2026

In the Netherlands, 1 in 10 are optimistic

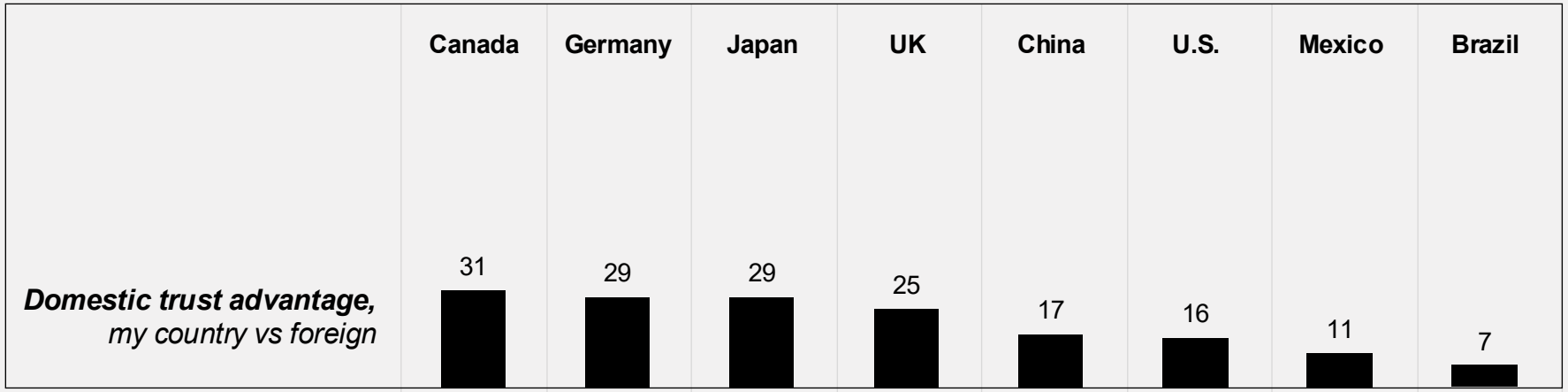


2026 Edelman Trust Barometer. BET_FUT. How do you think the state of things in your country will be for the next generation compared to how things are in your country today? 5-point scale; top 2 box, better. Question asked to partial sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

For Many Major Exporters, 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

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



I trust **companies headquartered** in …	Canada	Germany	Japan	UK	China	U.S.	Mexico	Brazil
my country	75	63	58	68	90	60	66	60
foreign countries (avg)	44	34	29	43	73	44	55	53

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.

Insularity Stops Progress

From "We" to "Me": *Our* Shared Institutions Lose, *My* Local Circle Wins

Among those who say recent societal events impacted their trust in people or institutions (95%), percent who say

GLOBAL 27 excl. China

As a result of a major societal event in the past five years…

▼ I have **lost trust** in:	Net change	*% who say they have* Lost trust	Gained trust
National government leaders	**-16**	*40*	*24*
Major news organizations	**-11**	*35*	*24*
Foreign business leaders	**-6**	*30*	*24*

△ I have **gained trust** in:	Net change	*% who say they have* Lost trust	Gained trust
My neighbors, family, and friends	**+11**	*18*	*29*
My coworkers *(among employees)*	**+11**	*20*	*31*
My CEO *(among employees)*	**+9**	*21*	*30*

2026 Edelman Trust Barometer. TRU_CNG_HOW. How did this event impact your level of trust in each of the following? 5-point scale; codes 1-2, lost trust; codes 3-4, gained trust; the "net change" is the difference between those who gained trust minus lost trust. Question only asked to those who say societal events from the past five years have had an impact on their level of trust in other people or institutions (TRU_EVT = any of r1-8). General population, 27-mkt avg. Data not collected in China. "My coworkers" and "My CEO" were only asked to those who are employees of an organization (Q43/1). For a full explanation of this analysis, please see the Technical Appendix.

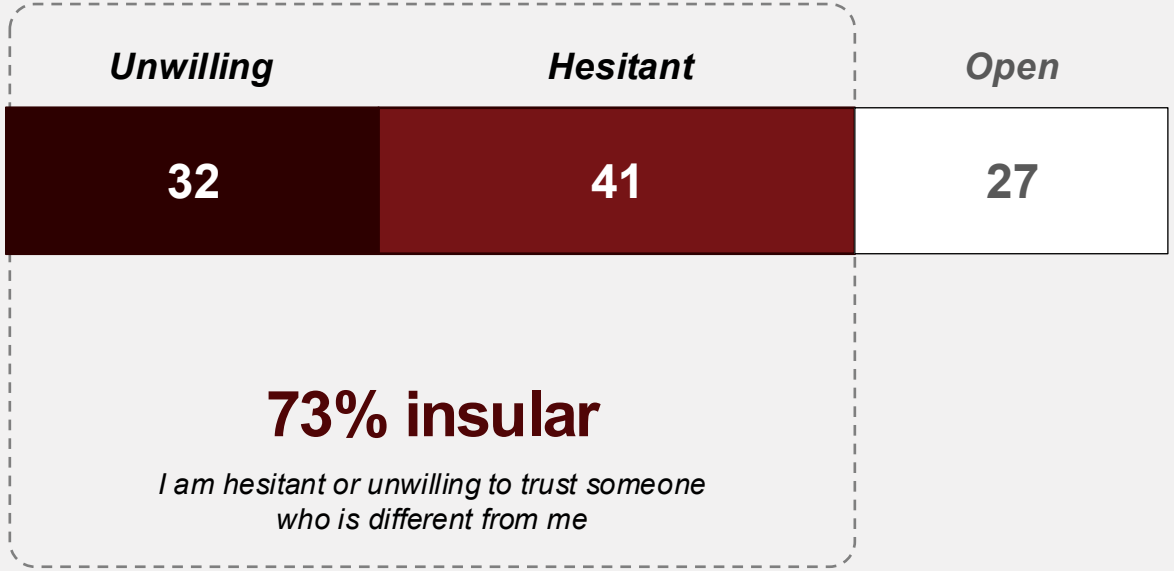
In the Netherlands, 7 in 10 Have an Insular Mindset

In the Netherlands, on average, percent who say

When it comes to **trusting someone who:**

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

I am generally …



A Turn Inward: Widespread Decline in Exposure to Differing Political Views

Percent who say

GLOBAL 28 ⊖—0—⊕ ○ Significant change

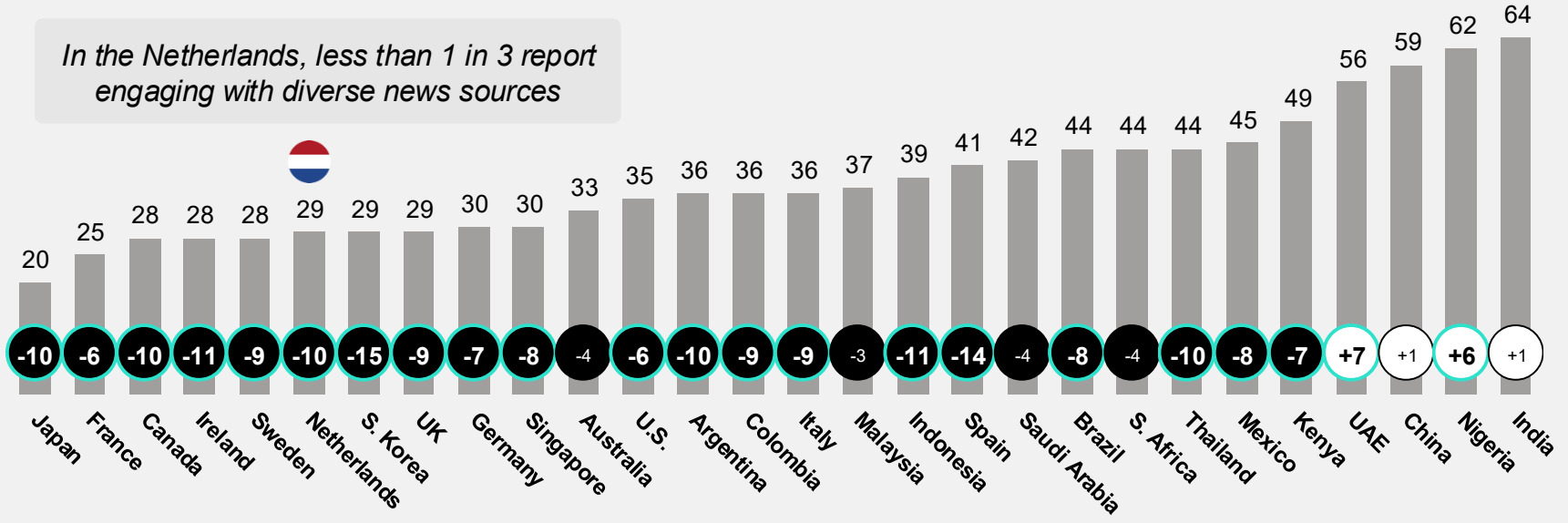
I get information from **sources with a different political leaning** than mine ***at least weekly***

39%

-6 pts

Change, 2025 to 2026

In the Netherlands, less than 1 in 3 report engaging with diverse news sources



2026 Edelman Trust Barometer. MED_SEG_OFT. How often do you engage in the following activities related to news and information? 7-point scale; codes 4-7, weekly or more. 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.

Unmitigated Differences Stall Economic Growth

In the Netherlands, percent who say

Workplace Conflict

I would rather **switch departments** than report to a manager with different values than me *(among employees)*

36%

Loss of Productivity

If my project team leader had different political beliefs than me, I would **put less effort into helping them succeed** *(among employees)*

29%

Nationalism

I would support reducing the number of foreign companies operating in my country even if it meant higher prices

27%

With Insular Trust Mindset, Grievance More Likely

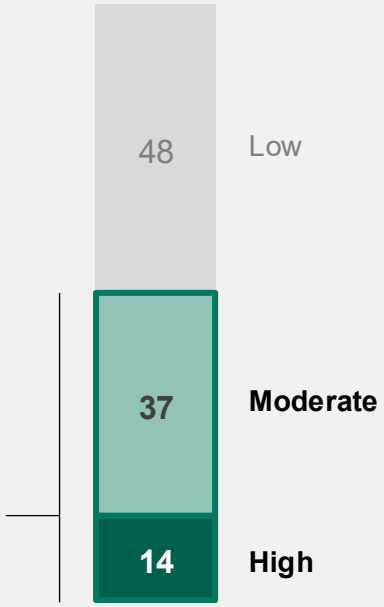
In the Netherlands, percent who say

I hold a sense of grievance because:

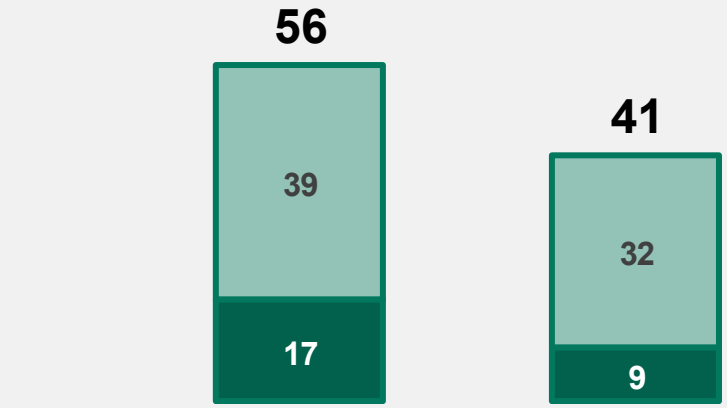
- *Business and government serve select few*
- *Business and government actions hurt me*
- *The system favors the rich*
- *The rich are getting richer*

My sense of grievance is moderate or higher

51%



***+15pts** greater sense of grievance among insular*



2026 Edelman Trust Barometer. Sense of Grievance scale. General population, Netherlands, and by insularity segments. For a full explanation of how the Sense of Grievance scale was developed or how the insularity segments were created, please see the Technical Appendix.

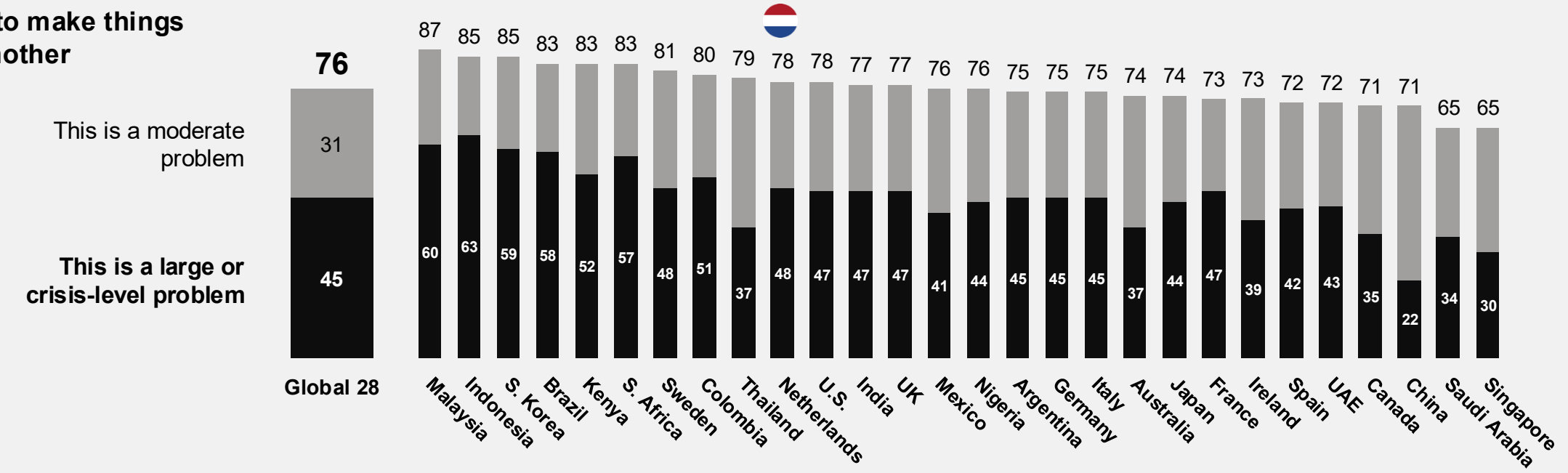
Global Consensus That Insularity Needs To Be Addressed

Percent who say

GLOBAL 28

People in my country distrust those with differences so much that they **actively try to make things worse for one another**

Nearly 1 in 2 in the Netherlands believe this is a large or crisis-level problem



2026 Edelman Trust Barometer. DIS_PRB. To what degree do you think the following is a problem in your country that needs to be addressed? People with different beliefs, experiences, values, or ideas about solving problems distrust each other so much that they actively try to make things worse for one another. 5-point scale; code 3, moderate problem; codes 4-5, large or crisis level problem. Question asked to partial sample. General population, 28-mkt avg. Total percentage for each column is a sum of "This is a large or crisis-level problem" and "this is a moderate problem."

Playbook for Trust Brokering in the Netherlands

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.

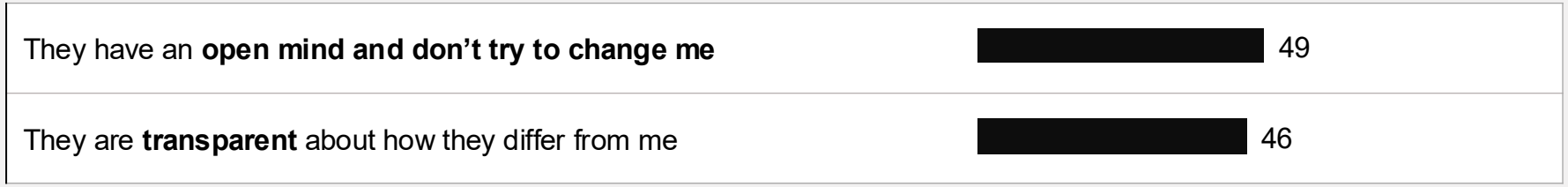
Trust Brokering Begins With Acknowledgment and Acceptance of Differences

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



Positive experiences

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.

In the Netherlands, Trust Brokering Most Powerful Action for Business To Earn Trust in High-Stakes Moments

In the Netherlands, percent who say

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	30
Supporting the position that is true to its values	20
Not taking any public position on the issue	18
Supporting my position	12

2026 Edelman Trust Barometer. BUS_TRU. Which of the following actions that a business could take in response to a highly divisive social issue would be most likely to increase your trust in that business to do what is right? Question asked to partial sample. General population, Netherlands.

International Trust Brokering Hinges on Long-Term, Local Relationships

In the Netherlands, percent who say

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

Short-term interaction

2026 Edelman Trust Barometer. FGN_LCL. If a global company headquartered in a foreign country that you distrust wanted to do business in your local community, what could they do to earn your trust? Pick all that apply.
Question asked to partial sample. General population, Netherlands.

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

In the Netherlands, percent who say

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

NGOs: Translate Between Groups	
Help distrusting groups **understand each other**	**77**
Establish **local community mediation programs**	**72**

Government: Set the Right Tone	
Require politicians to engage in **civil discourse**	**79**
Avoid rhetoric that blames or vilifies particular groups	**77**

Media: De-Escalate Tensions	
Write accurate headlines instead of exaggerated or fear-inducing ones	**80**
Dedicate **equal time and coverage to different viewpoints** on big issues	**79**

2026 Edelman Trust Barometer. [INS]_BRK. For each of the [insert institution] 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. Questions asked to partial sample. General population, Netherlands.

Business: Showcase Best Practices for Trust Brokering

In the Netherlands, percent who say

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

	Netherlands
Bring employees into the workplace to **interact with people who are different** than them	**69**
Partner with unexpected organizations to initiate cross-cultural or cross-political conversations	**68**

Employers: Scale Trust Brokering Across the Workforce

In the Netherlands, percent of employees who say

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

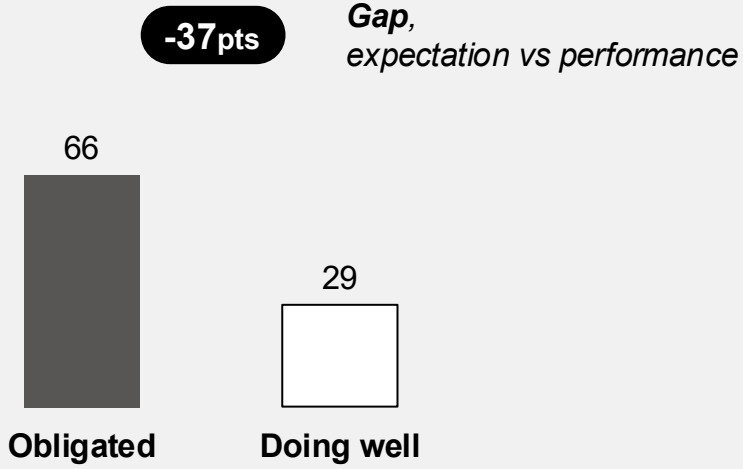
	Netherlands
Promote a shared identity and culture so that employees are reminded of what unites them rather than divides them	**76**
Build teams that will require **people with different values** to work together to succeed	**75**
Provide mandatory employee training for engaging in **constructive dialogue amid conflict**	**73**

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, Netherlands, and by income. *Base size is too small to report data for low income (less than n=100).

CEOs: Lead By Example

In the Netherlands, percent who say

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:

Ensure CEOs consult people with different values and backgrounds when making business decisions	69
Have CEOs constructively engage with groups who criticize or distrust the company	65

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, Netherlands. Questions asked to partial sample.

Social Media: Leverage Established Relationships to Boost Institutional Trust

Percent who say

GLOBAL 28

	I trust a financial influencer (44%) and if they endorsed a financial service company I *distrusted* …	**I trust a food and lifestyle influencer** (48%) and if they endorsed a food company I *distrusted* …
I would **still trust** this person and I would **trust or consider trusting** the company	**57**	**62**
I would **still trust** this person and I would continue to **distrust** the company	23	20
I would **lose trust** in this person and I would continue to **distrust** the company	15	14

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.

Brokering Trust in The Netherlands in the Age of Insularity

1

Deep anxiety beneath stable trust

Economic uncertainty, pessimism about generational progress, and rising fears around jobs, recession and trade have created a defensive mindset. Only 1 in 10 in the Netherlands believe the next generation will be better off.

In this context, preserving what we have feels more urgent than building what comes next.

2

Insularity is becoming structural

An insular trust mindset now prevails: 7 in 10 are hesitant or unwilling to trust someone who is different from them. Exposure to differing perspectives is declining.

If left unaddressed, this fragmentation will stall collaboration, weaken workplace productivity, and harden resistance to change.

3

Business carries unique legitimacy

Business remains the only institution trusted across income groups in the Netherlands.

This creates both responsibility and opportunity. In a fragmented environment, trust is no longer a reputational outcome, it is a strategic asset that underpins resilience and competitiveness.

4

From talking points to action points

Trust brokering is not positioning. It is a capability. It requires investing in long-term local relationships, forming unexpected alliances, and enabling dialogue across difference. Communications plays a central role in translating shared interests and activating action. In a climate of retreat, leadership must demonstrate progress through decisions, not statements

Supplemental Data Appendix

My Employer Trusted in 27 of 28 Countries Measured

Percent of employees who say

GLOBAL 28

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

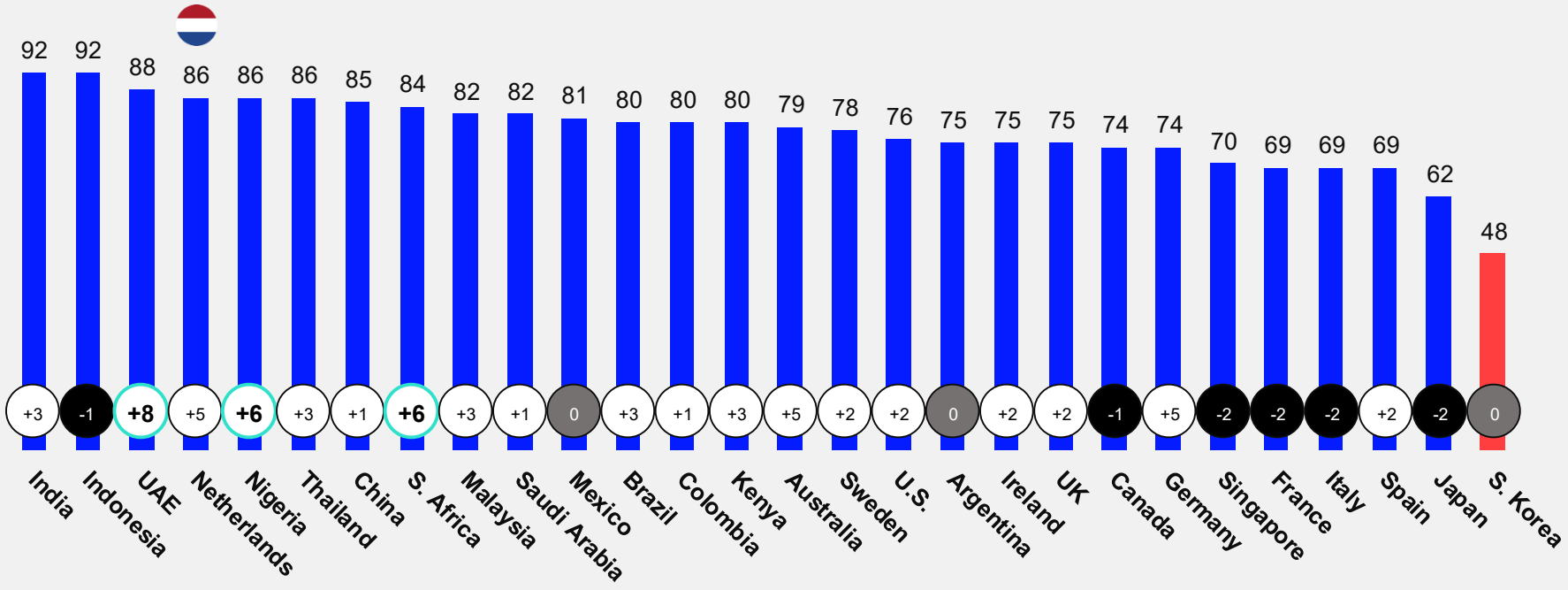
Significant change

I trust **my employer** to do what is right

78

+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. 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.

Business Trusted in 15 of 28 Countries Measured

Percent who say

GLOBAL 28

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

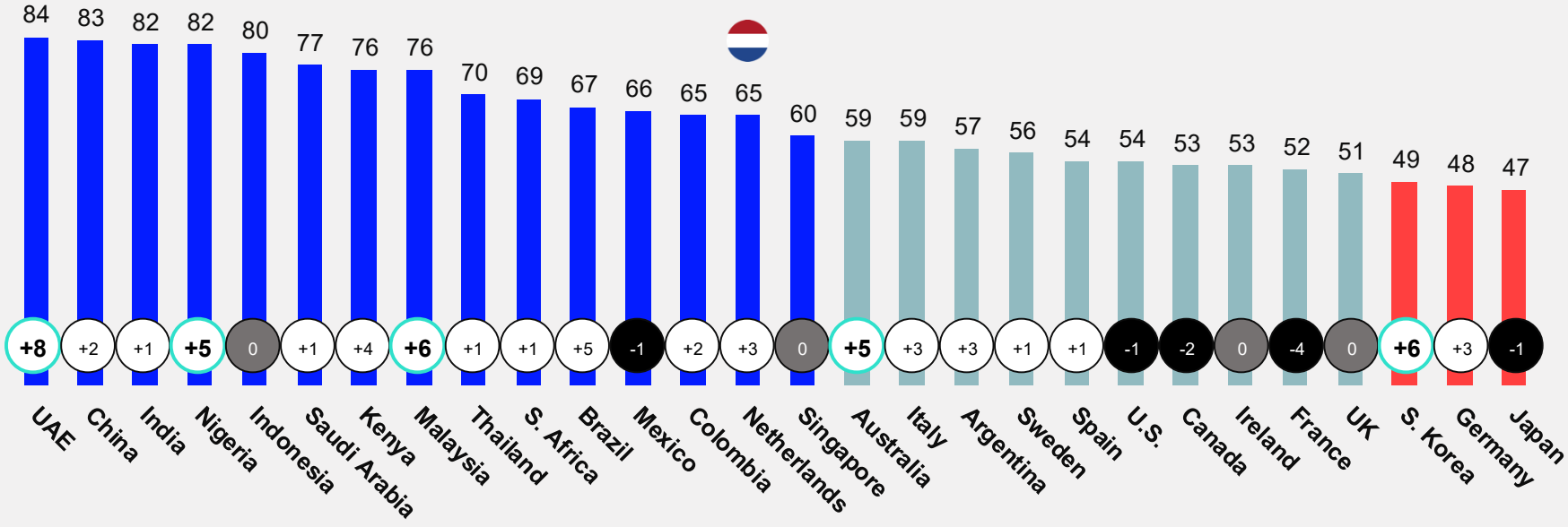
Significant change

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

64

+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.

NGOs Trusted in 12 of 28 Countries Measured; Neutral Trust in the Netherlands

Percent who say

GLOBAL 28

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

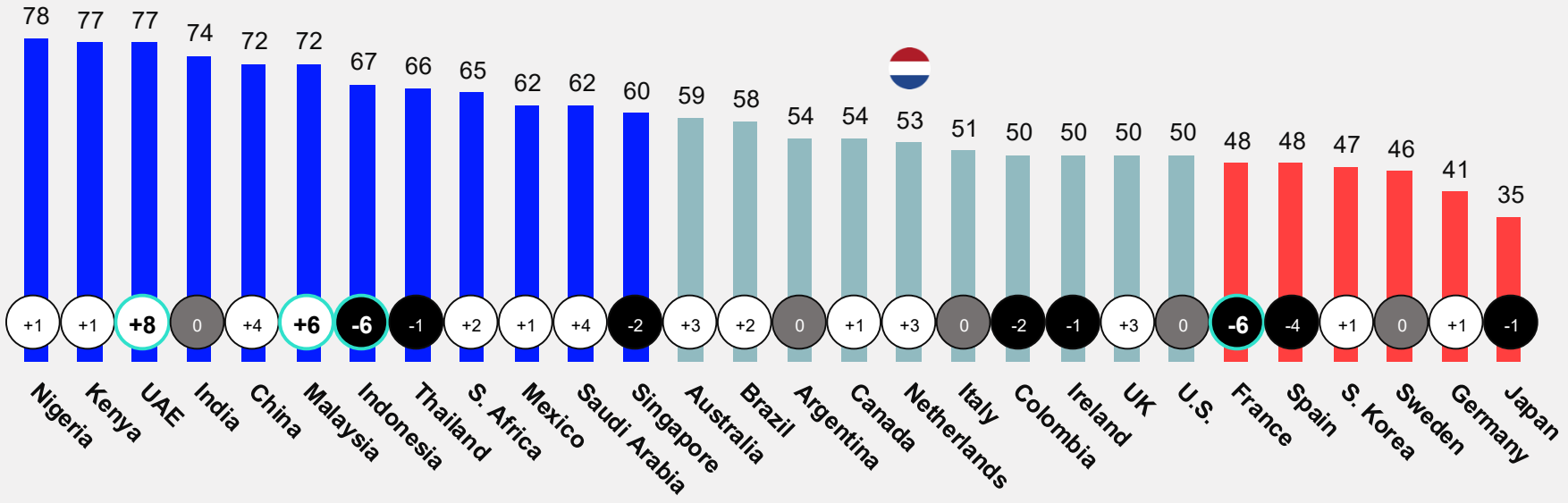
Significant change

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

58

0 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.

Media Distrusted in 13 of 28 Countries Measured; Neutral Trust in the Netherlands

Percent who say

GLOBAL 28

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

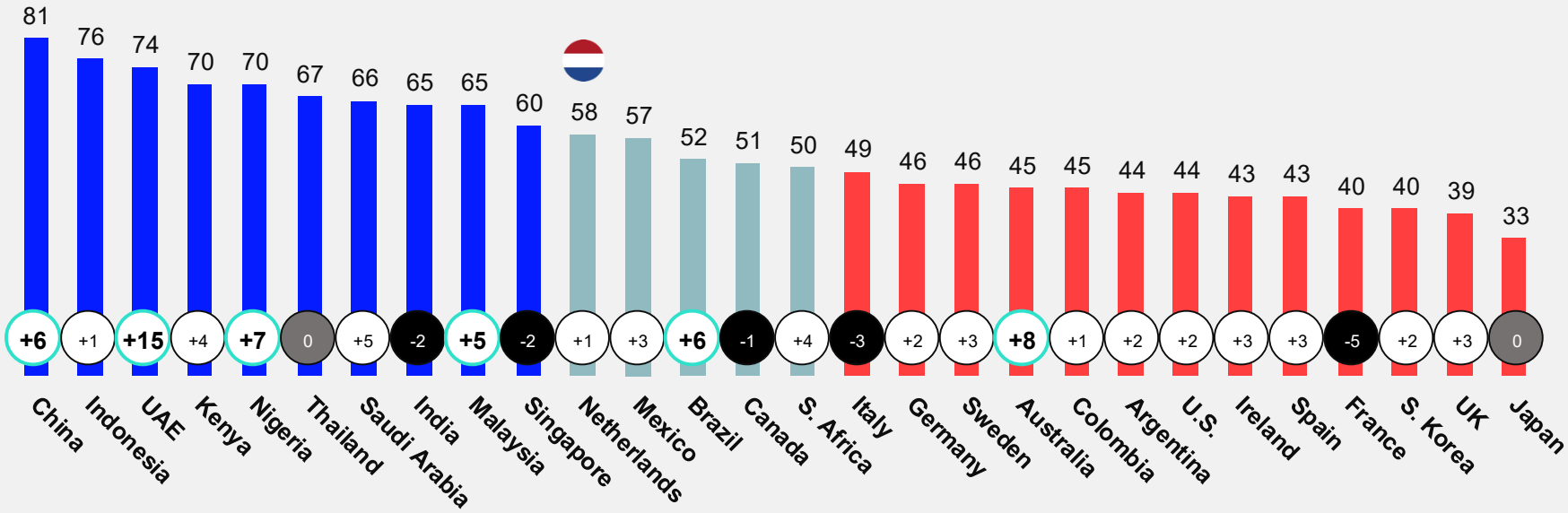
Significant change

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; Neutral Trust in the Netherlands

Percent who say

GLOBAL 28

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

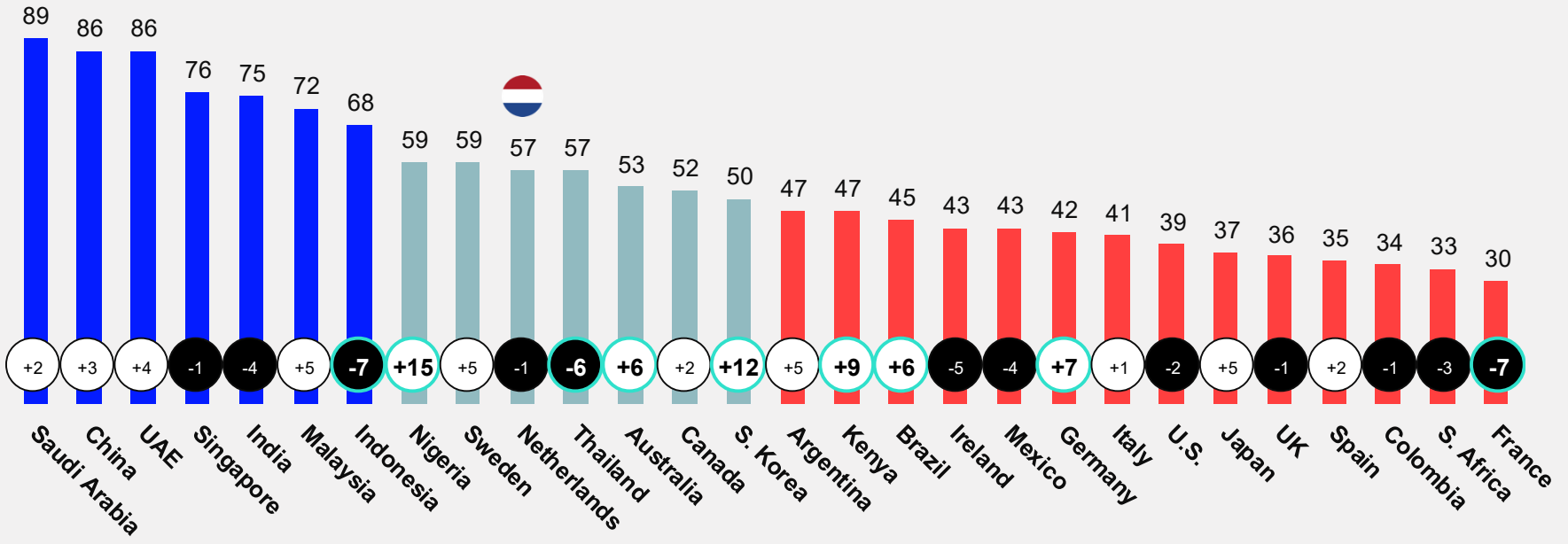
Significant change

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)

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

2026 High income (top 25%)

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

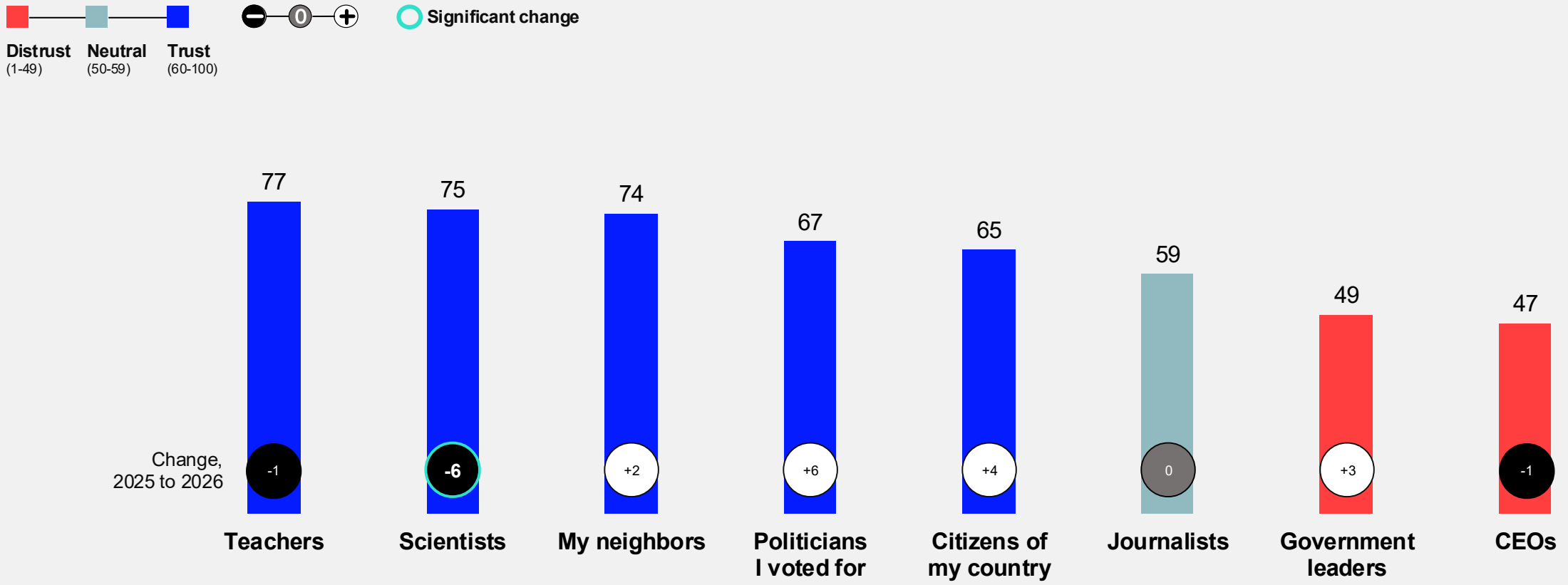
2026 Low income (bottom 25%)

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

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.

In the Netherlands, Teachers and Scientists More Trusted Than Institutional Leaders

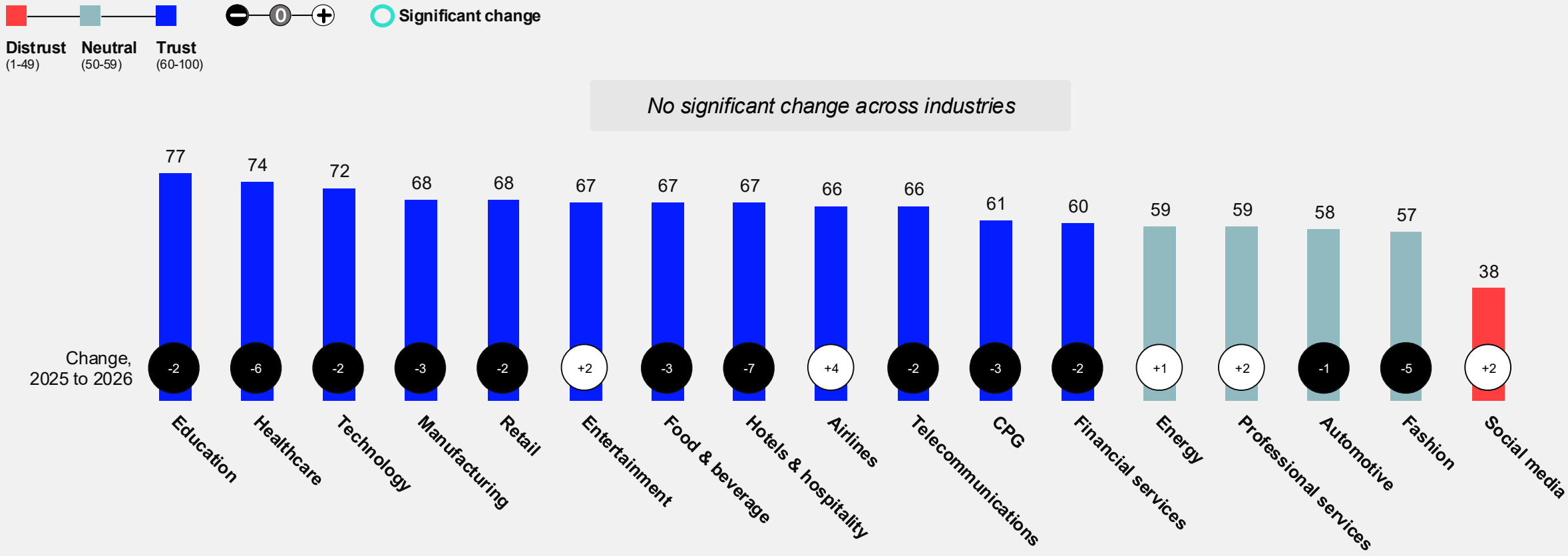
In the Netherlands, percent trust



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, Netherlands. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Trust Across Industries Stable Since Last Year

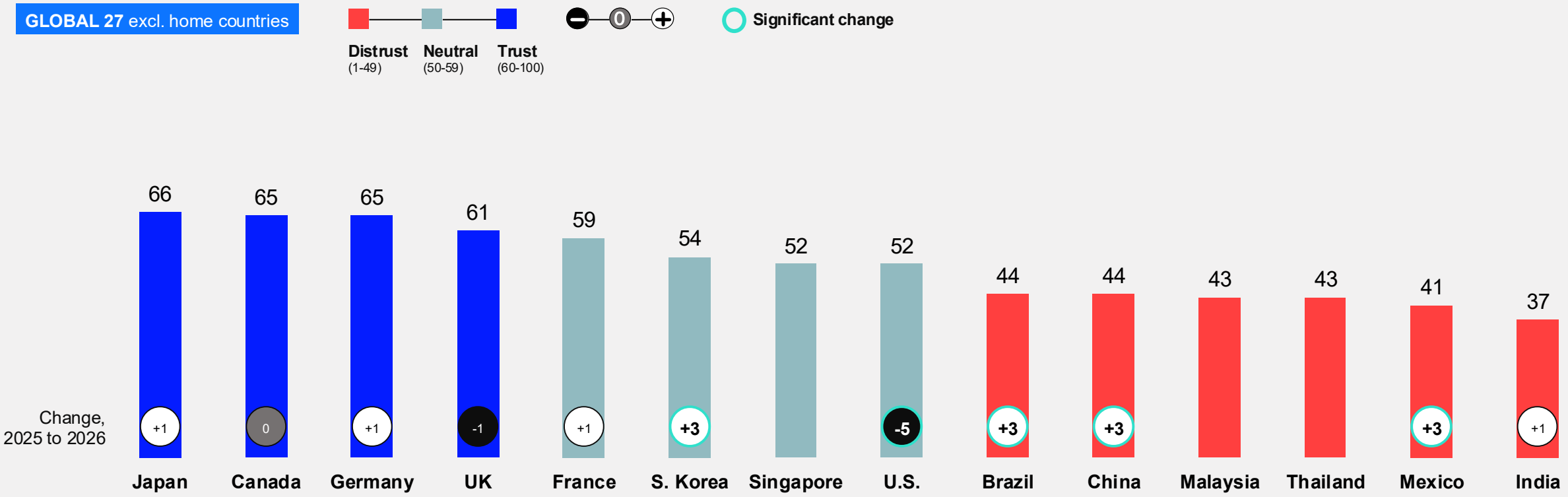
In the Netherlands, percent trust



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, Netherlands. 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

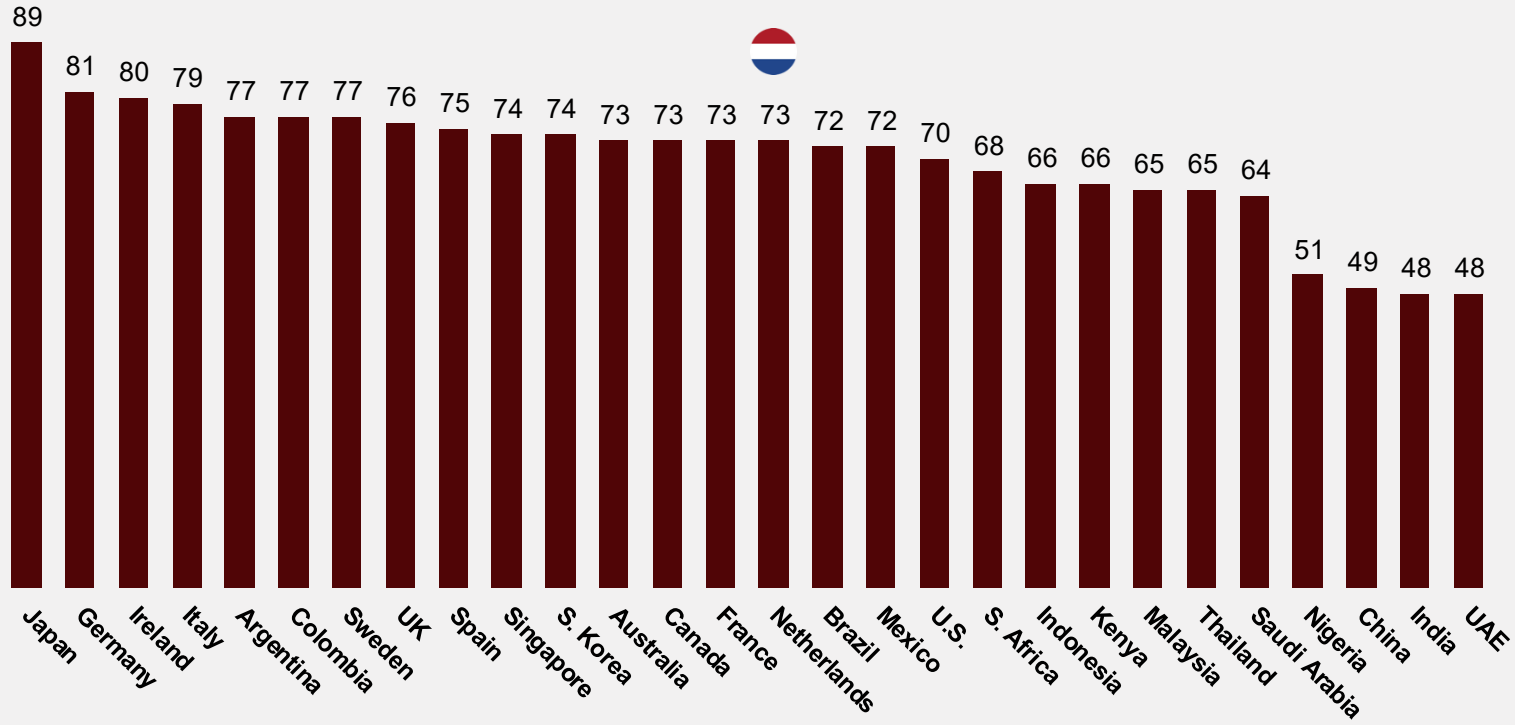
On average, percent who say

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.

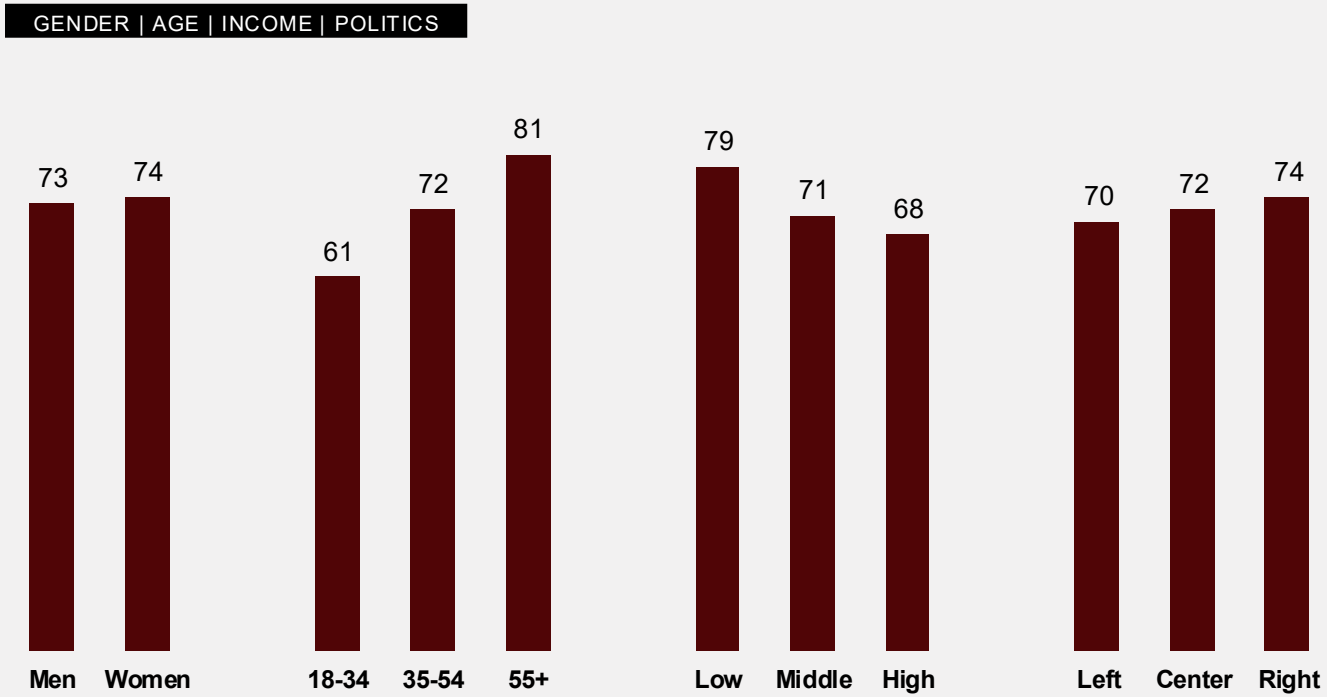
Majority Across Demographics Have an Insular Trust Mindset Toward Others; Highest Among Age 55+ and Low Income

In the Netherlands, on average, percent who say

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***

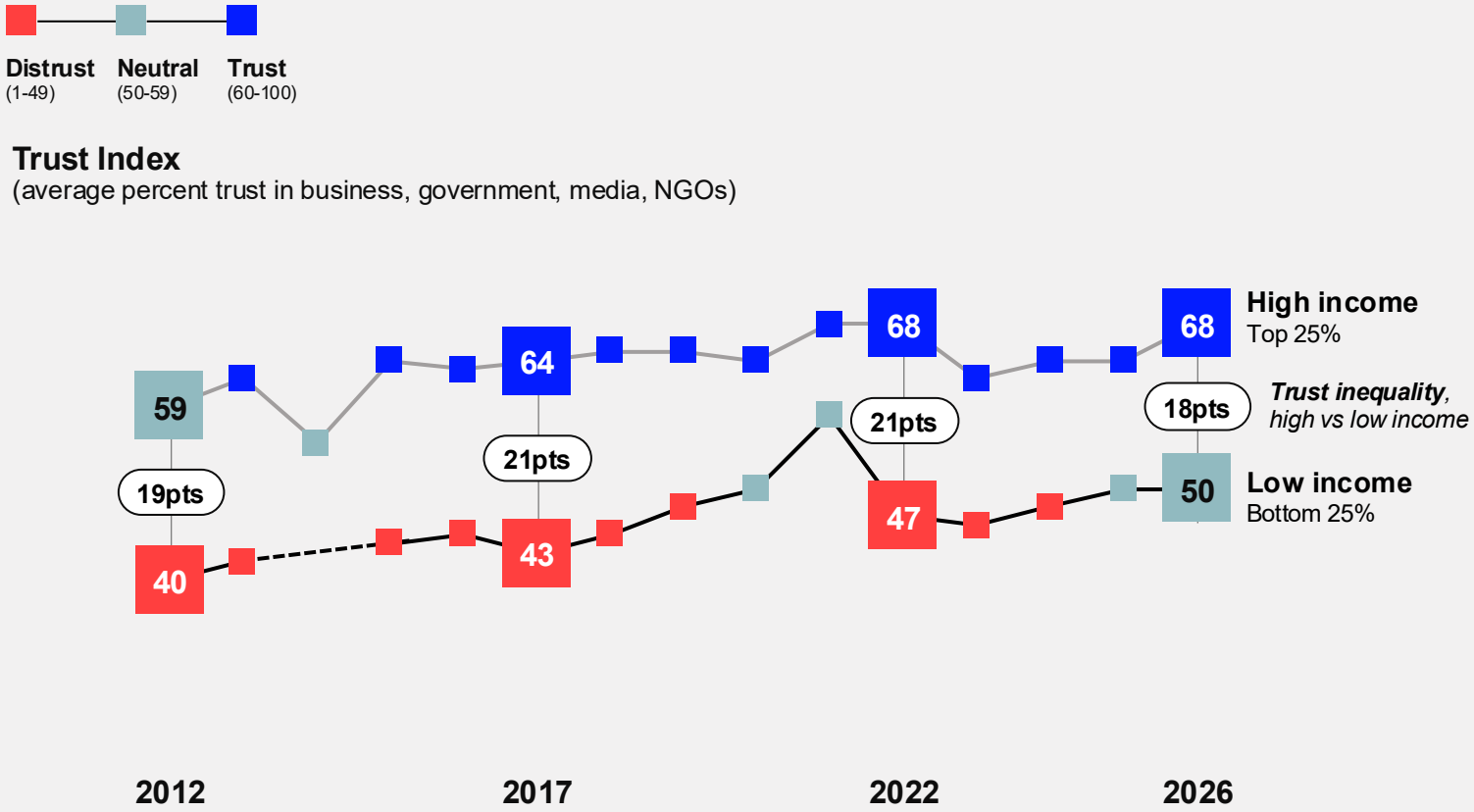
73%



2026 Edelman Trust Barometer. Insularity segments. General population, Netherlands, and by gender, age, income and political leaning. 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.

In the Netherlands, Income-Based Trust Gap Remains Consistent Since 2012

Trust Index in the Netherlands



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, Netherlands, by income. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.

Business Trusted in 15 of 28 Countries Measured

Percent who say

GLOBAL 28

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

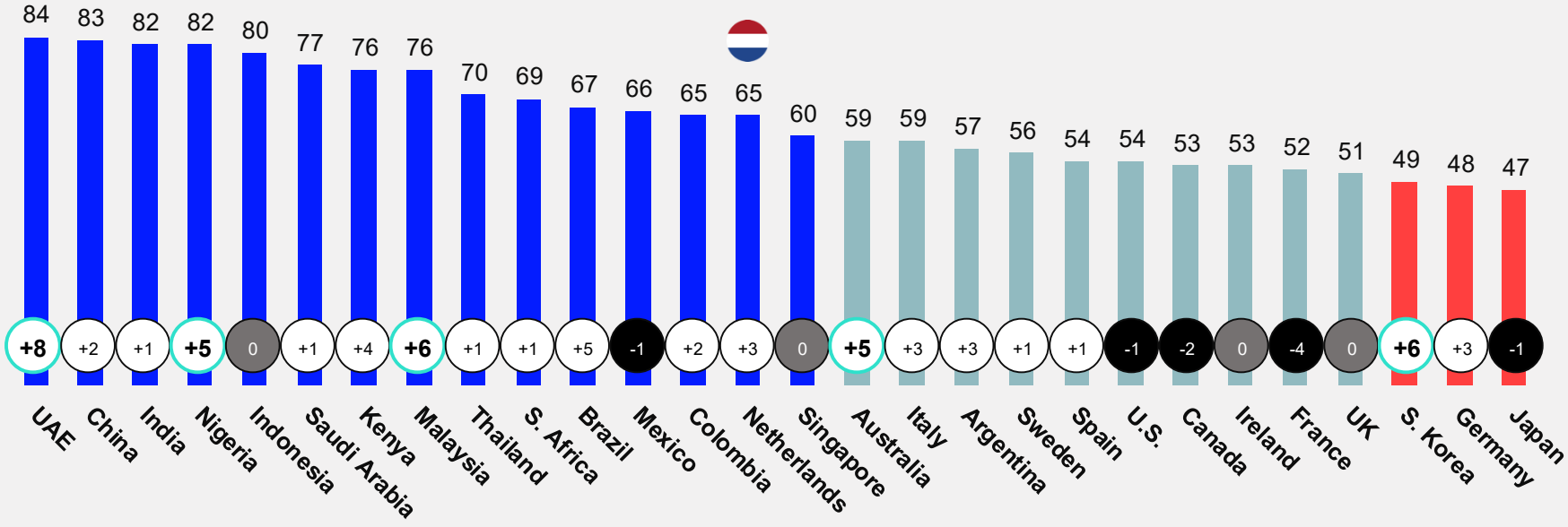
Significant change

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

64

+2 pts

Change, 2025 to 2026



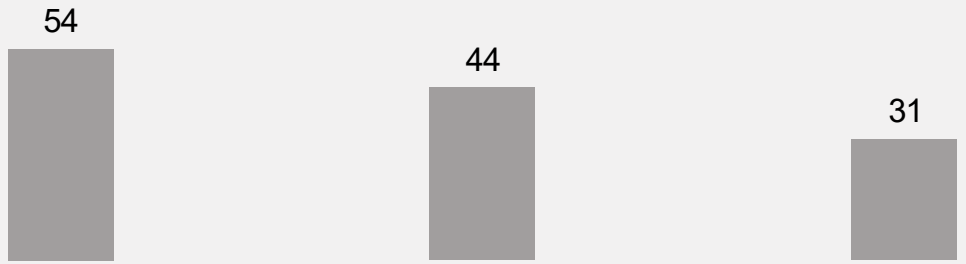
2026 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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

Across Key Markets, Majority of Low-Income Fear Being Left Behind by AI

Percent who say

People like me will be left behind rather than realize any real advantages from generative AI

Flash Poll 5-Market Average



	Low income	Middle income	High income
Brazil*	33	35	22
China	36	25	21
Germany	59	50	40
UK	71	60	38
U.S.	65	50	47

2025 Edelman Trust Barometer Flash Poll: Trust and Artificial Intelligence at a Crossroads. AI_CHOICE. You are about to see two choices regarding the potential impact of generative AI on society. We want you to choose the one you think is more likely to become true. General population, 5-mkt avg., by country and income. *The pattern shown in the 5-mkt avg. for income is not true in Brazil. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country in the 2025 Trust Barometer.

Global Fear That Foreign Actors Spread Disinformation to Sow Domestic Division Hits All-Time High

Percent who say

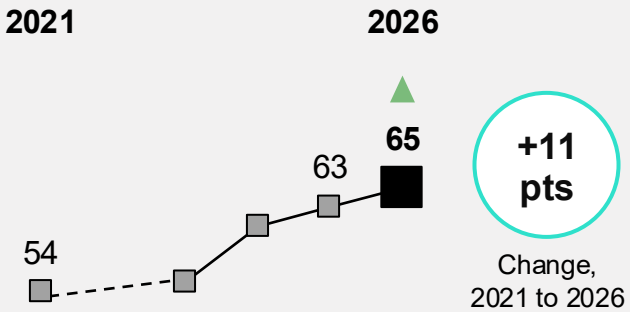
GLOBAL 26

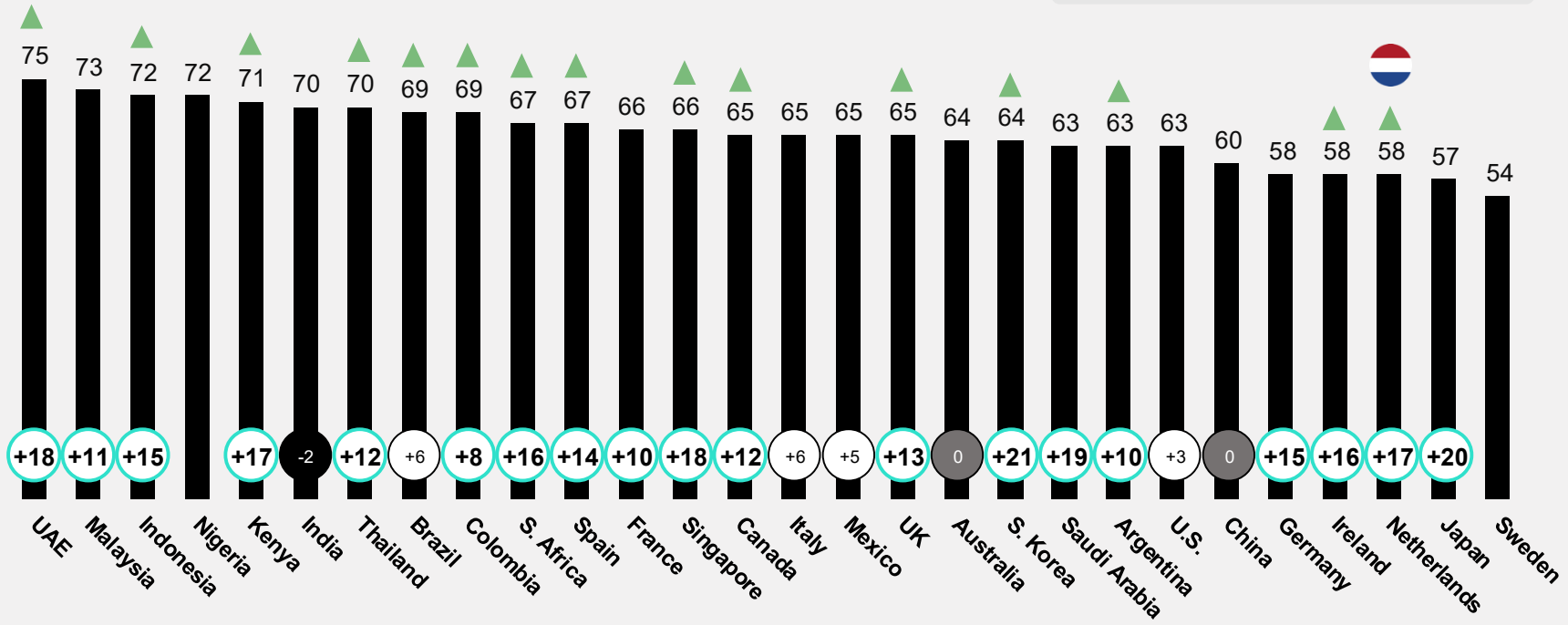
Significant change

All-time highs and lows

In the Netherlands, 17pt increase in fear since 2021

I worry that **other countries purposefully contaminate our media** with falsehoods to inflame our differences

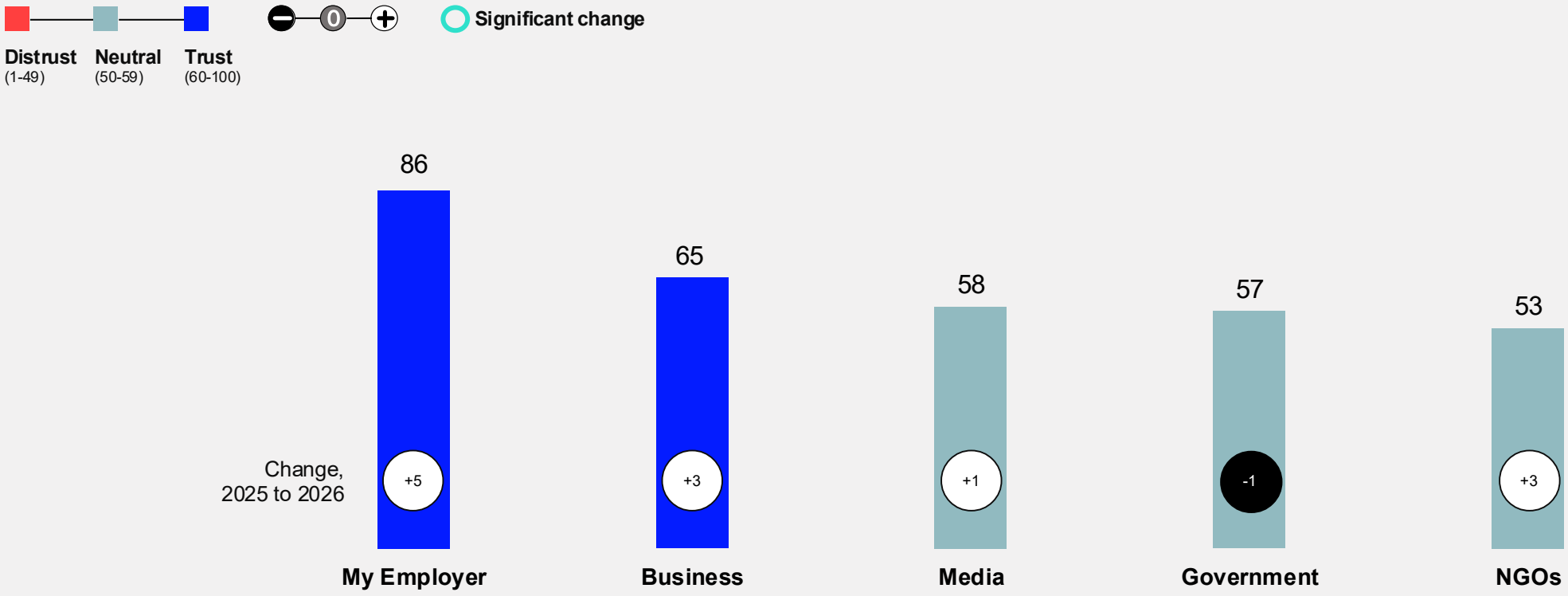




2026 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Question asked to partial sample. General population, 26-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. The all-time highs and lows analysis comprised countries with at least five waves of data collection; therefore, Nigeria and Sweden were not eligible for the analysis.

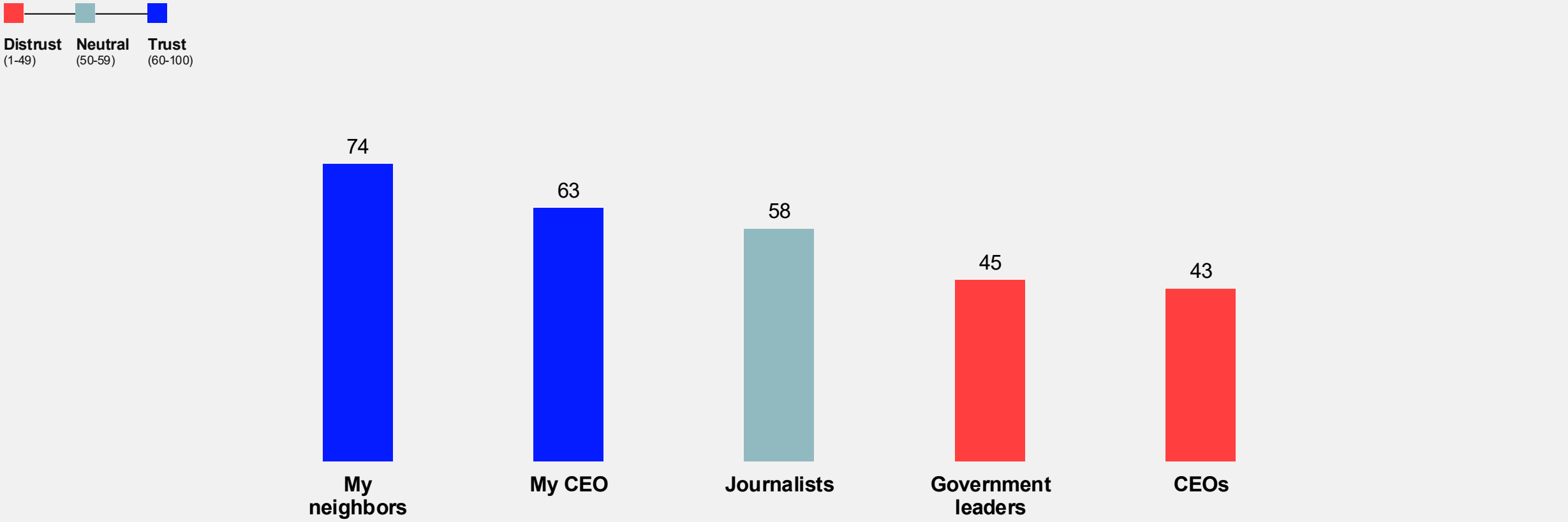
In the Netherlands, Only My Employer and Business Trusted

In the Netherlands, percent trust



With Insular Trust Mindset, My Circle Trusted and No Institutional Leaders Trusted

Among those with an **insular trust mindset** (73%) in the Netherlands, percent trust

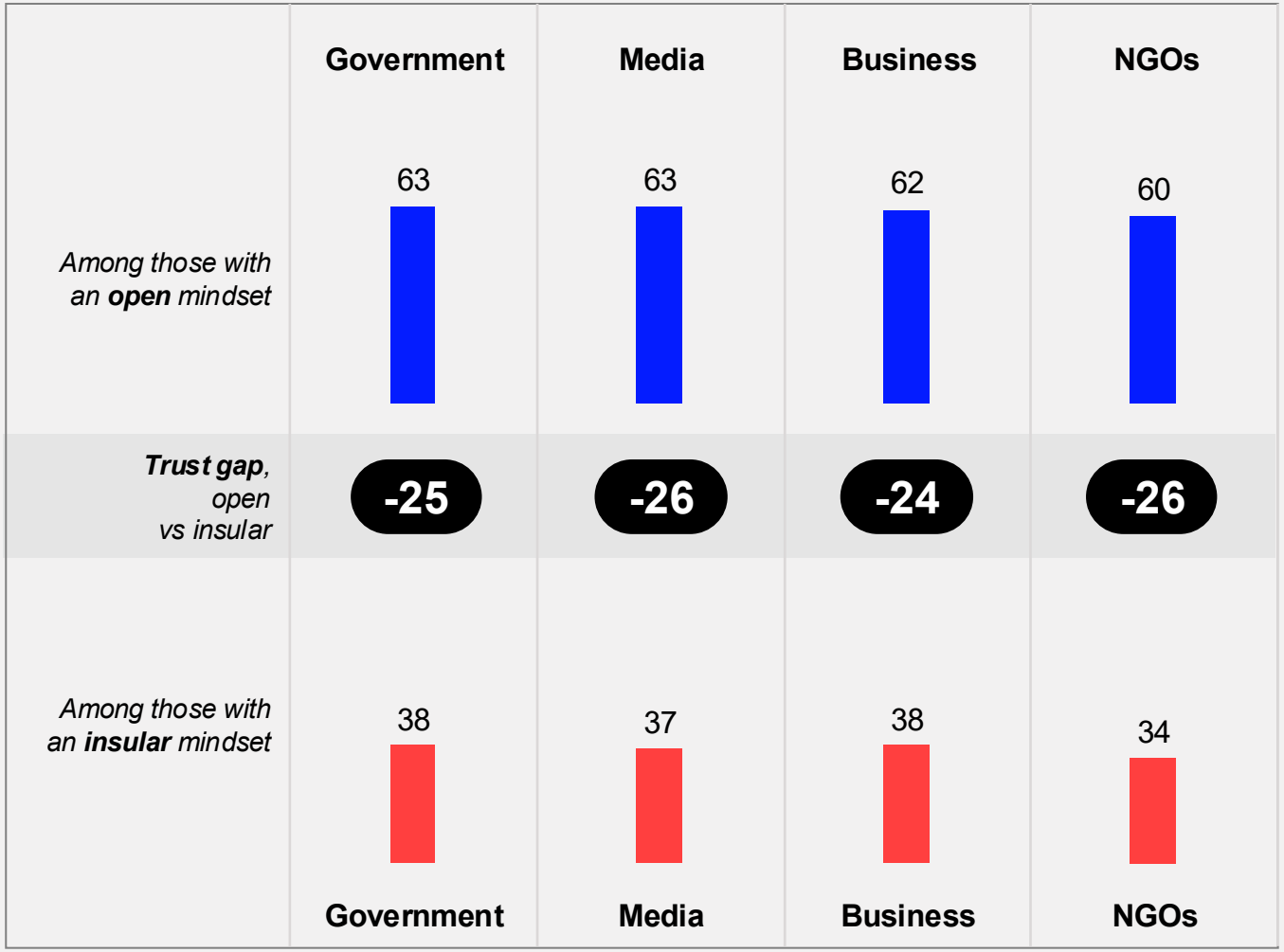


2026 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. "My CEO" only asked to those who are employees of an organization (Q43/1). General population, Netherlands, among those with an insular trust mindset. For a full explanation of how the insularity segments were created, please see the Technical Appendix.

With Insular Trust Mindset, Institutions With Leaders Different From Me Distrusted

In the Netherlands, percent who say

I could trust each institution if it were led by **someone who differs from me** in their *values*, *sources*, *approaches to societal problems*, or their *background* (avg)



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

2026 Edelman Trust Barometer. DIV_INS_[1-4]. If people who [are different than you in their values, sources, approaches to societal problems, or their backgrounds] were in charge of the decisions and actions of each of the following institutions, to what degree could you trust that institution? 9-point scale; top 4 box, could trust. General population, Netherlands, by insularity segments. Data shown is the average percent trust in each institution across the four dimensions of difference. For a full explanation of how the insularity segments were created, please see the Technical Appendix.

In the Netherlands, Mandate for All Institutions to Broker Trust; Employers Best Positioned

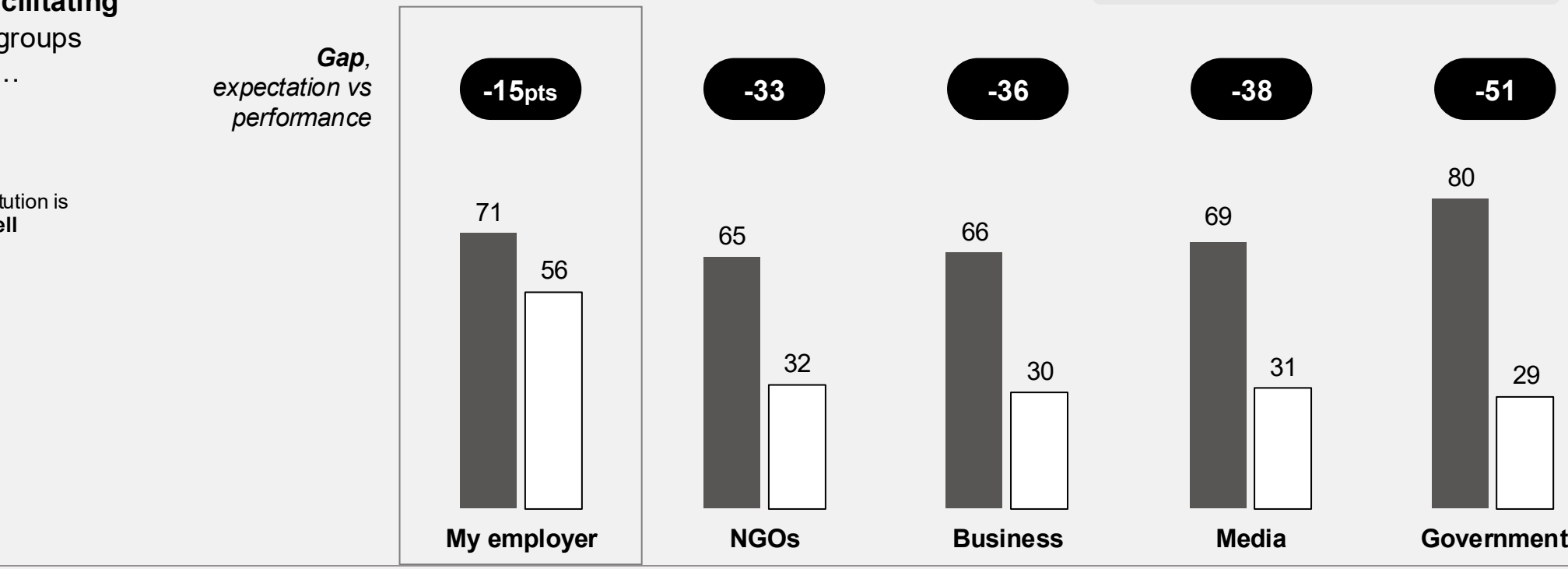
In the Netherlands, percent who say

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

This institution is **obligated**

This institution is **doing well**

In the Netherlands, highest obligation for government to broker trust



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. General population, Netherlands. Questions asked to partial sample, and "My employer" only asked to those who are employees of an organization (Q43/1).

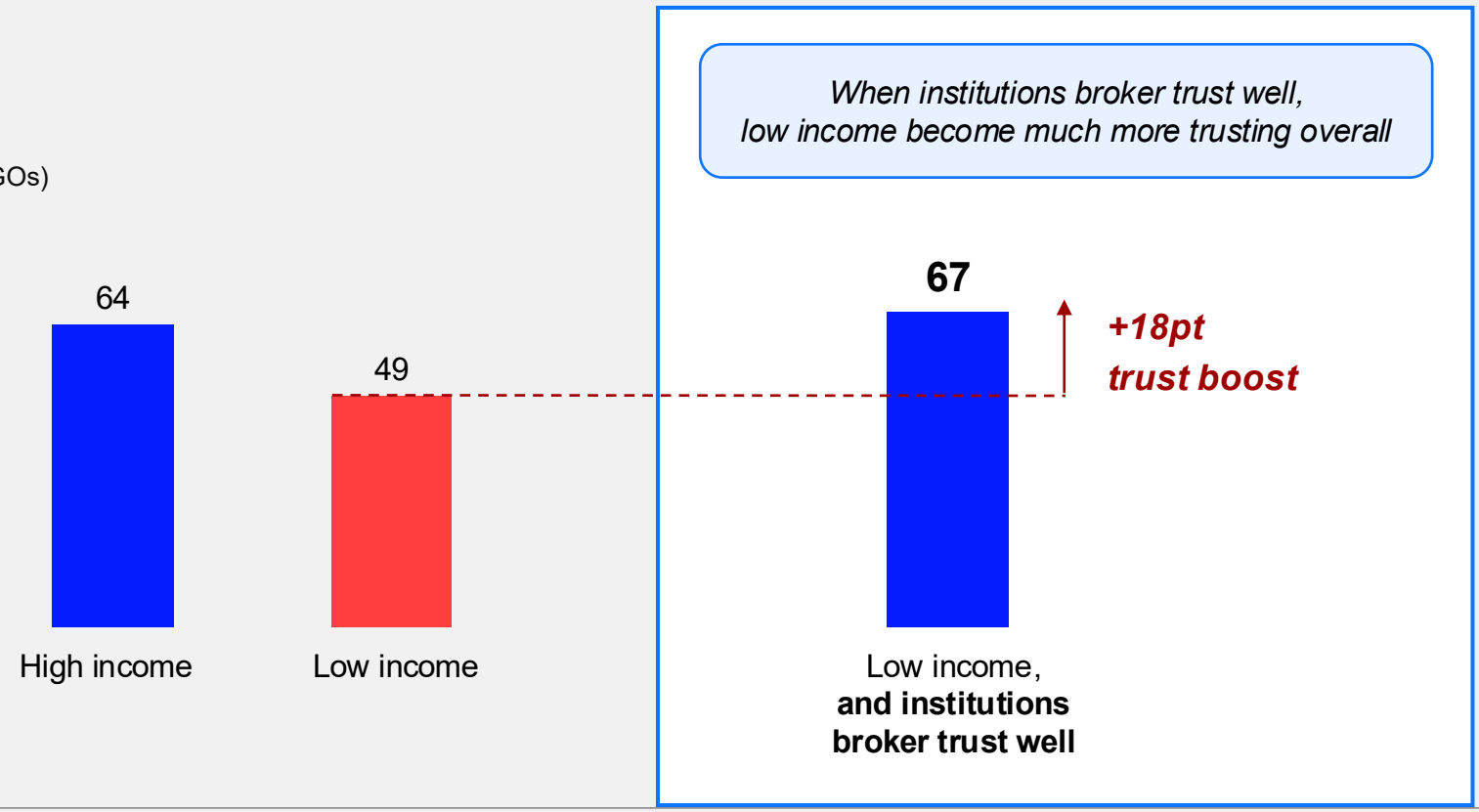
Successful Trust Brokering Can Help Close the Income-Based Trust Gap

Trust Index

GLOBAL 27 excl. China

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

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.

Technical Appendix

2026 Edelman Trust Barometer: The Sample

Country Sample Sizes, Margins of Error, and Quotas

Country	Weighted Sample Size[1]	Unweighted Sample Size	Margin of Error[2]	Quotas Set On[3]
Global 28[4]	33,600	33,938	+/- 0.7 percentage points total sample	Quotas set at the country level
Argentina	1,200	1,200		
Australia	1,200	1,204	+/- 3.7 pct pts. total sample	
Brazil	1,200	1,200		
Canada	1,200	1,501	+/- 3.3 pct pts. total sample	
China[5]	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		
Italy	1,200	1,200		
Japan	1,200	1,202		
Kenya	1,200	1,206		
Malaysia	1,200	1,203		Age, Gender, Region
Mexico	1,200	1,201		
Netherlands	1,200	1,201	+/- 3.7 pct pts. total sample	
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[1]. 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[2] (+/- percentage points)	Country Margin of Error[2] (+/- 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
All countries surveyed:	Used for **current year averages** and **tracking to 2023**	Used for **tracking to 2020**	Used for **tracking to 2019**	Used for **tracking to 2012**
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
All countries surveyed:	Used for **current year averages**; excludes sensitive country[1]	Used for **current year averages**; excludes sensitive countries[1]
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*
Argentina	Localized Spanish	90%
Australia	Localized English	97%
Brazil	Portuguese	84%
Canada	Localized English, Canadian French	94%
China	Simplified Chinese	92%
Colombia	Localized Spanish	77%
France	Localized French	89%
Germany	German	94%
India	Localized English, Hindi	56%
Indonesia	Indonesian	73%

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

	Languages	Internet Penetration*
S. Africa	Localized English, Afrikaans	76%
S. Korea	Korean	98%
Spain	Localized Spanish	96%
Sweden	Localized English, Swedish	96%
Thailand	Thai	91%
UAE	Localized English, Modern Standard Arabic	100%
UK	Localized English	96%
U.S.	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 Measured the Impact of Recent Societal Events on Trust in People and Institutions

To measure the impact of major events on respondents' trust, we first gave them a list of events from the past five years and asked them which, if any, have had an impact on their level of trust in other people or institutions.

If they indicated that more than one event impacted their trust, they were asked in a follow-up question to select the single event which had the biggest impact.

The data in the table to the right shows the list of possible events the respondent could have chosen from and the percentage of the sample that indicated it had the biggest, or only, impact on their trust. In total, 95% of the sample indicated at least one event impacted their trust.

Respondents were then shown a list of various people and institutions, and for each one, asked whether that event – the one with the biggest, or only, impact – had increased or decreased their trust in the specific person or institution (TRU_CNG_HOW).

Event	Percent who say this event had the biggest impact on their trust
Inflation driving the price of goods up	20
The increasing prevalence of misinformation and fake news	20
The COVID-19 pandemic	17
The outcome of a national election within your country	14
The increasing use of generative AI-based platforms (e.g., ChatGPT, DeepSeek)	10
Losing a job or not being able to find a job despite trying	8
Tariffs and trade wars	6
The conflict between Israel and Hamas	5

TRU_EVT. Which of the following events from the past five years, if any, have had an impact on your level of trust in other people or institutions?

TRU_EVT_TOP. Which event had the biggest impact on your level of trust in other people or institutions? (Please select one response.)

2026 Edelman Trust Barometer: Data Analysis in Detail

How We Measured Grievance

The sense of grievance segmentation was created by dividing respondents into three distinct groups based on their agreement with a number of statements. The specific statements were chosen for their ability to reflect a respondent's sense of unfairness and personal harm caused by institutions, specifically business and government, and by the wealthy:

- **Government*** actions hurt me and serve the few rather than the many
- **Business** actions hurt me and serve the few rather than the many
- **The wealthy** benefit from an unfair system, which is biased in favor of the rich, while regular people struggle to pay their bills

The full language of the statements used in the scale are shown in the table shown to the right. The three segments—low, moderate, and high grievance– were created based on the number of statements they agreed with:

- **Low Grievance:** agreed with 0 to 2 statements
- **Moderate Grievance:** agreed with 3 or 4 statements
- **High Grievance:** agreed with 5 or all 6 statements

Items	Question text	
Government	**GOV_PER_DIM.** 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. (Please use the slider to indicate where you think government in general falls between the two extreme end points of each scale.) *Statement below shown in bold on left side, bottom 5 box (codes 1-5)*	
	Serves the interests of only certain groups of people	Serves the interests of everyone equally and fairly
	Overall, its actions are hurting my quality of life	Overall, its actions are improving my quality of life
Business	**BUS_PER_DIM.** In thinking about why you do or do not trust **business**, please specify where you think it falls on the scale between the two opposing descriptions. (Please use the slider to indicate where you think business falls between the two extreme end points of each scale.) *Statement below shown in bold on left side, bottom 5 box (codes 1-5)*	
	Serves the interests of only certain groups of people	Serves the interests of everyone equally and fairly
	Overall, its actions are hurting my quality of life	Overall, its actions are improving my quality of life
The wealthy	**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". (Please select one response for each.) *Agree, top 4 box (codes 6-9)*	
	As regular people struggle just to pay their bills, the elites are getting richer than they deserve	
	The system is biased against regular people and in favor of the rich and powerful	

*Questions related to government were not asked in China or Thailand. These markets are not represented in the grievance scale.

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

Question text	**TRU_CIR_PEP.** 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.)
Scale points	1. Definitely not, I could never trust someone like this 2. Probably not 3. Probably yes 4. Definitely yes, I could trust someone like this 5. Yes, and I currently do trust someone like this 99. Don't know / Not sure
Dimensions of difference	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. 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. 3. Many of the facts they rely on are different from yours. They believe different things are true and trust different sources of information. 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.

*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.

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

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
Trust in institutions	**TRU_INS:** 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)
	Authorities in general
Economic optimism	**CNG_FUT:** 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?
Government competence	**TRU_3D_GOV:** To what extent do you agree with the following statement?
	Government in general is good at what it does
Fears of gig-economy	**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?
	Permanent jobs with benefits being replaced by freelance, gig-economy or short-term jobs that do not offer benefits
Government ethics dimensions	**GOV_PER_DIM:** 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

Full Text for Shortened Answer Choices

2026 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Majority of Low-Income Fear Being Left Behind by AI

AI_CHOICE. You are about to see two choices regarding the potential impact of generative AI on society. We want you to choosethe one you think is more likely to become true.

Shortened text	Full text
People like me will be left behind rather than realize any real advantages from generative AI	People like me will be left out and left behind when it comes to realizing any real gains or advantages from generative AI
	People like me will realize great gains and advantages from generative AI

2026 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Fear That Foreign Actors Spread Disinformation to Sow Domestic Division Hits All-Time High

POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what youworry about. Specifically, how much do you worry about each of the following?

Shortened text	Full text
I worry that other countries purposefully contaminate our media with falsehoods to inflame our differences	Other countries waging an information war against us by purposefully contaminating our media with falsehoods and publishing things meant to inflame our differences

2026 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

A Turn Inward: Widespread Decline in Exposure to Differing Political Views

MED_SEG_OFT. How often do you engage in the following activities related to news and information?

Shortened text	Full text
I get information from sources with a different political leaning than mine at least weekly	Get news and information from people, media sources, or organizations that have an ideology or political leaning that is different from my own

2026 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

From “We” to “Me”: *Our* Shared Institutions Lose, *My* Local Circle Wins

TRU_CNG_HOW. How did this event impact your level of trust in each of the following?

Shortened text	Full text
National government leaders	Government leaders from foreign countries
Foreign business leaders	Foreign business leaders and companies

2026 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Unmitigated Differences Stall Economic Growth

CIR_KPI. Please indicate how much you agree or disagree with the following statements.

Shortened text	Full text
I would rather switch departments than report to a manager with different values than me (among employees)	I would rather switch to a different department or job function than report to a manager who had very different values than mine
If my project team leader had different political beliefs than me, I would put less effort into helping them succeed (among employees)	If I were assigned to a project led by a coworker who had vastly different political, ideological, or social beliefs than me, I would put less effort into helping them succeed than normal
I would support reducing the number of foreign companies operating in my country even if it meant higher prices	I would support reducing the number of foreign companies operating in my country even if it meant fewer choices and higher prices

2026 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Trust Brokering Begins With Acknowledgement and Acceptance of Differences

WHY_CIR_PEP. You indicated that you currently trust at least one person who lives by different core values than you. Why do you trust them, even though you differ on this?

Shortened text	Full text
They have an open mind and don't try to change me	They generally have an open mind and tolerate our differences without trying to change me
They are transparent about how they differ from me	They are transparent. Even if we don't have this in common, I know where they stand and what they believe.
They helped me in the past	I received help or benefited from them in the past
They defended me when I've been criticized	They defended me when others criticized me

2026 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

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

BUS_TRU. Which of the following actions that a business could take in response to a highly divisive social issue would be most likely to increase your trust in that business to do what is right?

Shortened text	Full text
Encouraging people to cooperate on finding solutions without taking a side	It acknowledges the significance and impact of the issue, but rather than taking sides, it encourages people to cooperate on finding solutions
Supporting the position that is true to its values	It supports the position that is true to its values and mission
Supporting my position	It supports my position on the issue
Not taking any public position on the issue	It does nothing. It does not take any public position on the issue, even if it supports a side privately.

2026 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

International Trust Brokering Hinges on Long-Term, Local Relationships

FGN_LCL. If a global company headquartered in a foreign country that you distrust wanted to do business in your local community, what could they do to earn your trust?

Shortened text	Full text
Investing in long-term community projects	Invest in long-term projects that improve conditions in my community and strengthen it beyond the company's business
Hiring people from my community	Hire people from my local community
Helping my community recover from a crisis	Help my community recover when it faces a crisis, such as when there is a severe weather event
Donating to my community's social organizations	Donate to and support my local community's clubs, associations, or sports teams

2026 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

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

[INS]_BRK. For each of the [INS] 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.

Shortened text	Full text
Help distrusting groups understand each other	Listening to the perspectives of the groups who distrust each other and helping each group to understand the point of view of the other
Establish local community mediation programs	Establishing local mediation programs or conflict-resolution services to help communities bridge divides
Avoid rhetoric that blames or vilifies particular groups	Using calm and constructive language in official communications, avoiding rhetoric that blames or vilifies a particular group of people
Require politicians to engage in civil discourse	Requiring that all politicians and candidates adhere to a code of conduct that requires them to engage in civil discourse, refrain from hate speech, and to show each other mutual respect
Write accurate headlines instead of exaggerated or fear-inducing ones	Writing accurate headlines rather than scary or exaggerated ones that may make problems sound worse than they are

2026 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Business: Showcase Best Practices for Trust Brokering

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.

Shortened text	Full text
Bring employees into the workplace to interact with people who are different than them	Bringing employees into a physical workplace so that they have opportunities to interact with people who have different beliefs, experiences, values, and ideas about solving problems than they do
Partner with unexpected organizations to initiate cross-cultural or cross-political conversations	Partnering with unexpected organizations such as advocacy groups that are not normally associated with the brand or business to initiate cross-cultural or cross-political conversations

2026 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Employers: Scale Trust Brokering Across the Workforce

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 ofpeople 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.

Shortened text	Full text
Build teams that will require people with different values to work together to succeed	Building diverse work and project teams that will require people with different values to work together effectively to succeed
Provide mandatory employee training for engaging in constructive dialogue amid conflict	Providing mandatory training for employees on how to engage in constructive dialogue and debate amid conflict

2026 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

CEOs: Lead By Example

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.

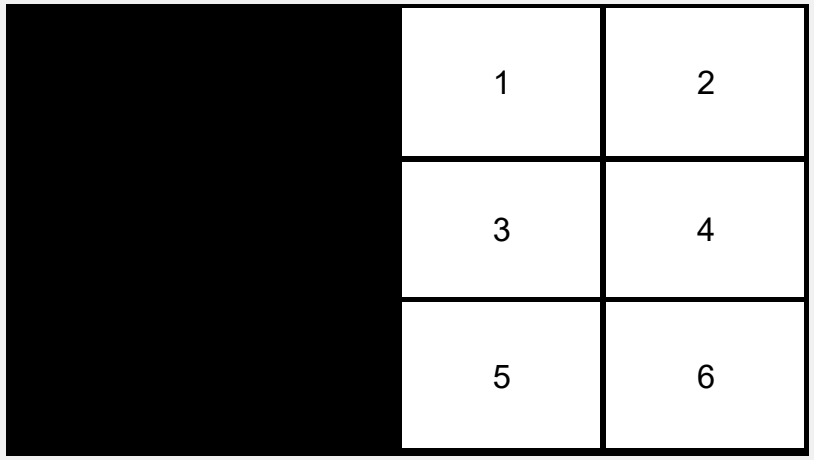
Shortened text	Full text
Ensure CEOs consult people with different values and backgrounds when making business decisions	Ensuring that the CEO and other executives consult with people who have different beliefs, values, and backgrounds than theirs when making decisions
Have CEOs constructively engage with groups who criticize or distrust the company	Modelling constructive, respectful dialogue in the way the CEO and other executives engage with groups who criticize or distrust the company

2026 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Despite Decline, Scientists and Teachers Remain Most Trusted

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.

Shortened text	Full text
Politicians I voted for	Elected government officials you voted for



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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