

# 2026 Edelman Trust Barometer

Trust Amid Insularity  
Canada Report



# 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.

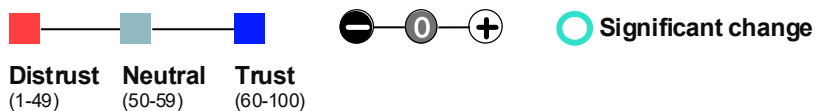
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# Trust Grows in Developing Countries, Stagnates in Developed

## 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

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

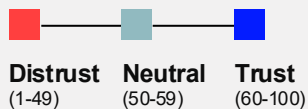
57	Global 28
80	China
80	UAE
74	India
73	Indonesia
73	Saudi Arabia
72	Nigeria
71	Malaysia
68	Kenya
65	Thailand
64	Singapore
58	Netherlands
57	Mexico
56	Brazil
54	Australia
54	S. Africa
52	Canada 🇨🇦
52	Sweden
50	Argentina
50	Italy
49	Colombia
47	Ireland
47	U.S.
46	S. Korea
45	Spain
44	Germany
44	UK
42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

2026		
Developing countries	66	+3
Developed countries	49	+1



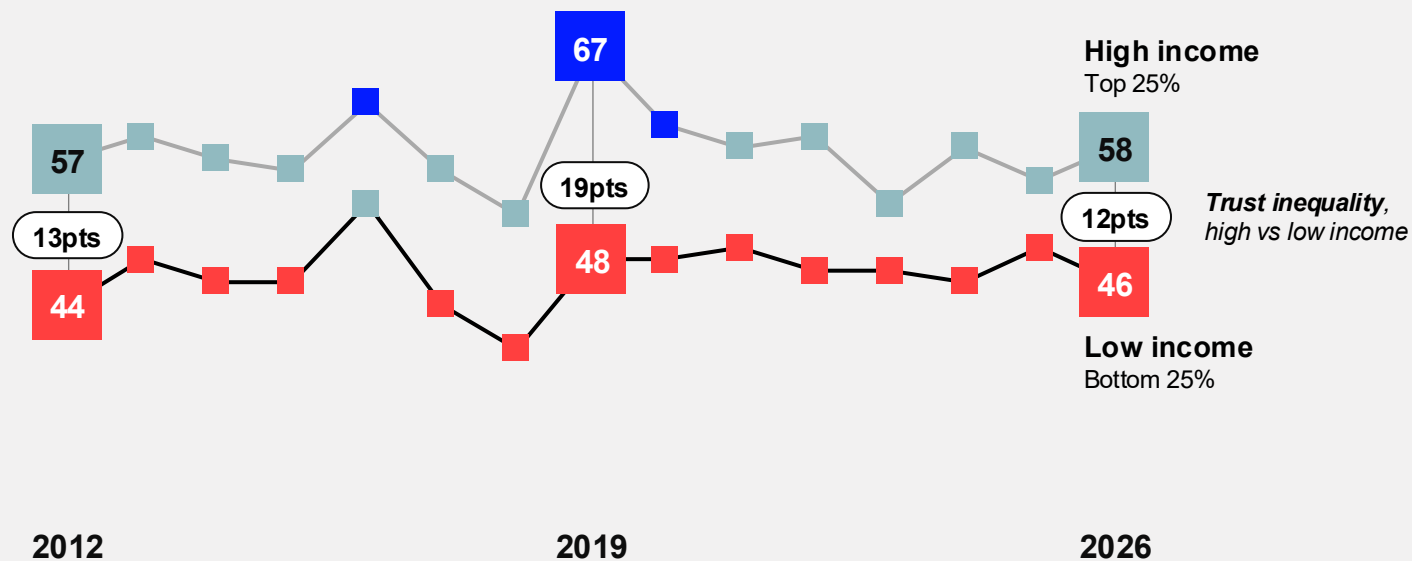
# In Canada, Income-Based Trust Divide Persists Since 2012

Trust Index in Canada



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

*In 2019, income trust gap reached all-time high of 19pts*



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



# As Fears Rise, Trust Goes Local



# Few Believe Next Generation Will Be Better Off

Percent who say

GLOBAL 28



Significant change

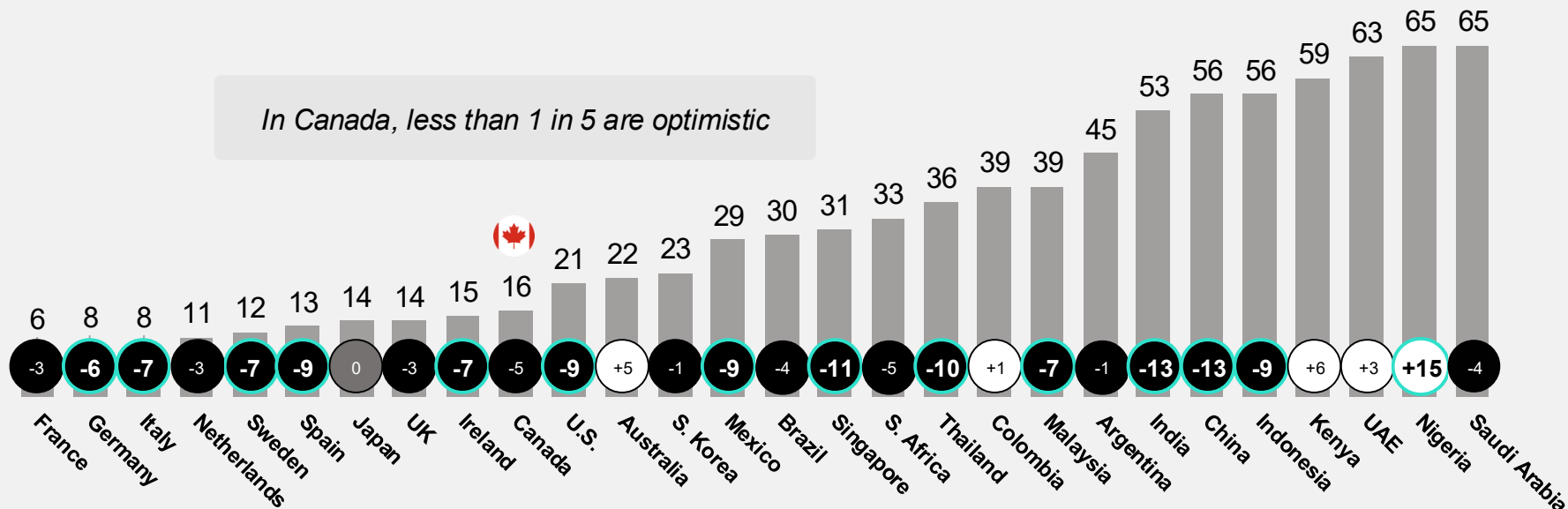
Compared to today, the next generation will be better off

ONLY

32%

-4 pts  
Change, 2025 to 2026

In Canada, less than 1 in 5 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.

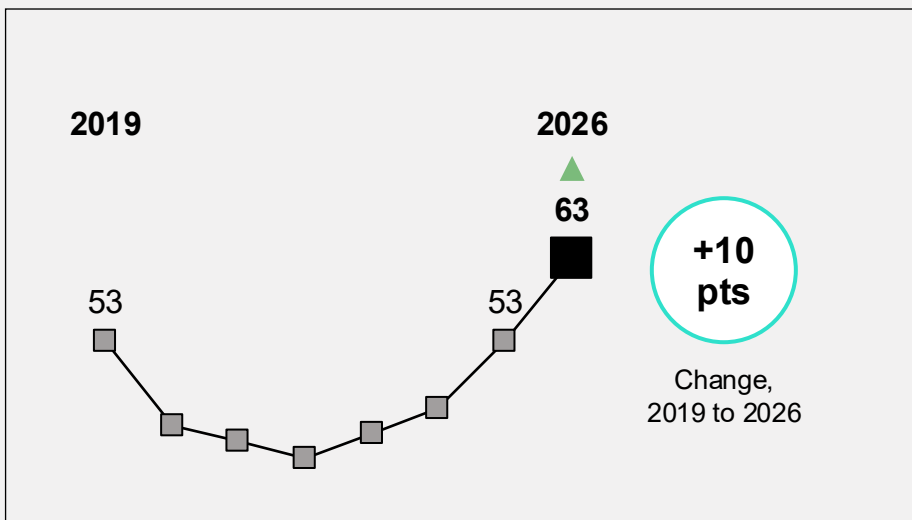


# In Canada, Trade and Recession-Related Job Fears Hit All-Time High

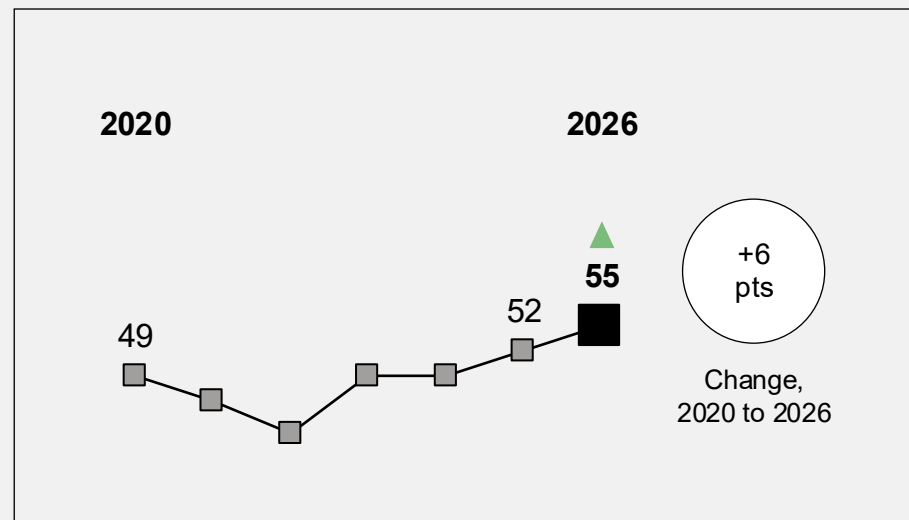
In Canada, percent of employees who say

⊖ 0 ⊕   
 ○ Significant change   
 ▲ ▼ All-time highs and lows

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



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

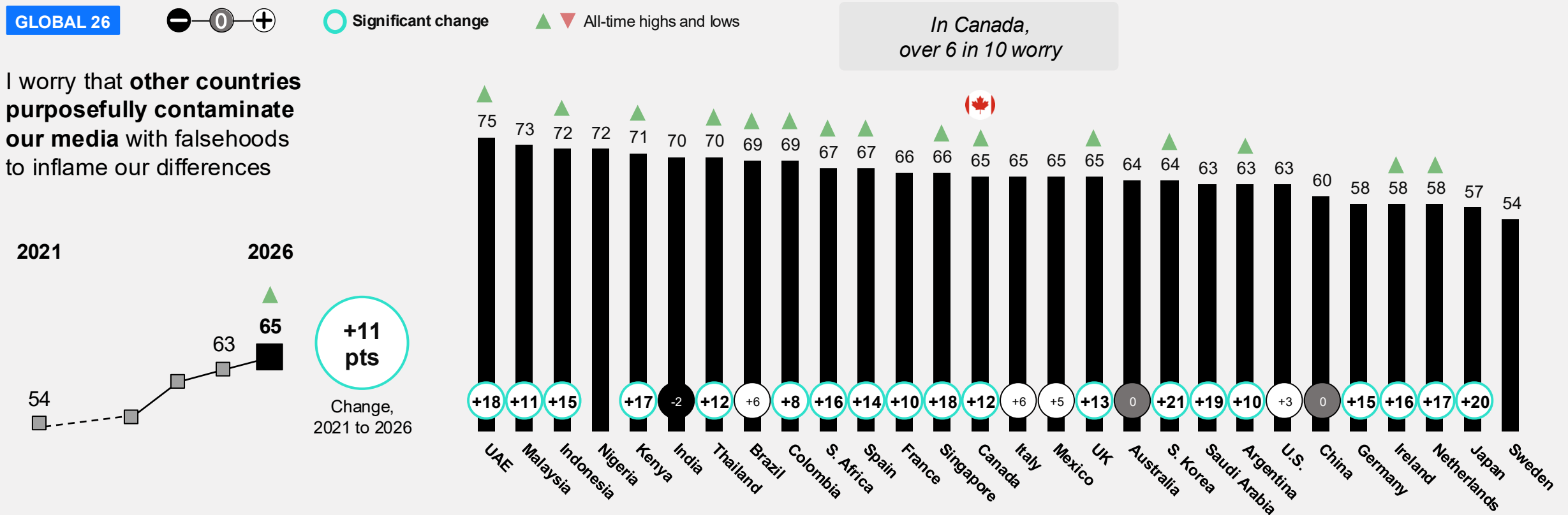


**2026 Edelman Trust Barometer.** POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Question asked to partial sample, and these attributes were only asked to those who are employees of an organization (Q43/1). General population, Canada. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



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

Percent who say



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.



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

Percent who say

GLOBAL 28



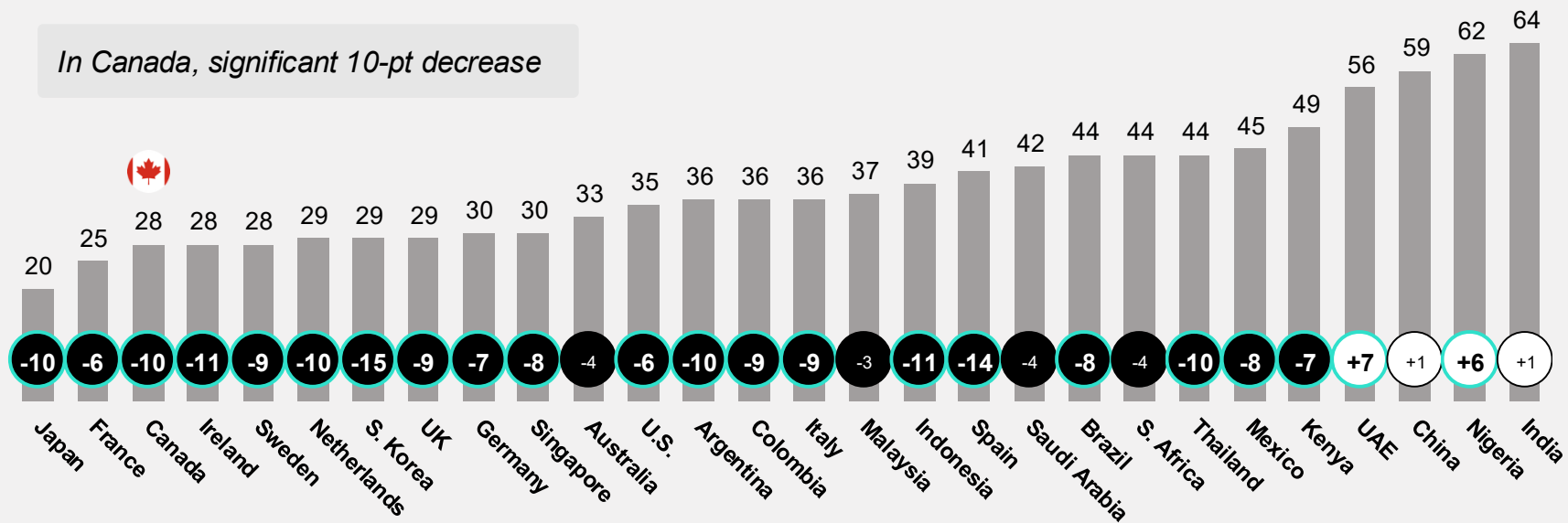
Significant change

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

# 39%

**-6 pts**  
Change, 2025 to 2026

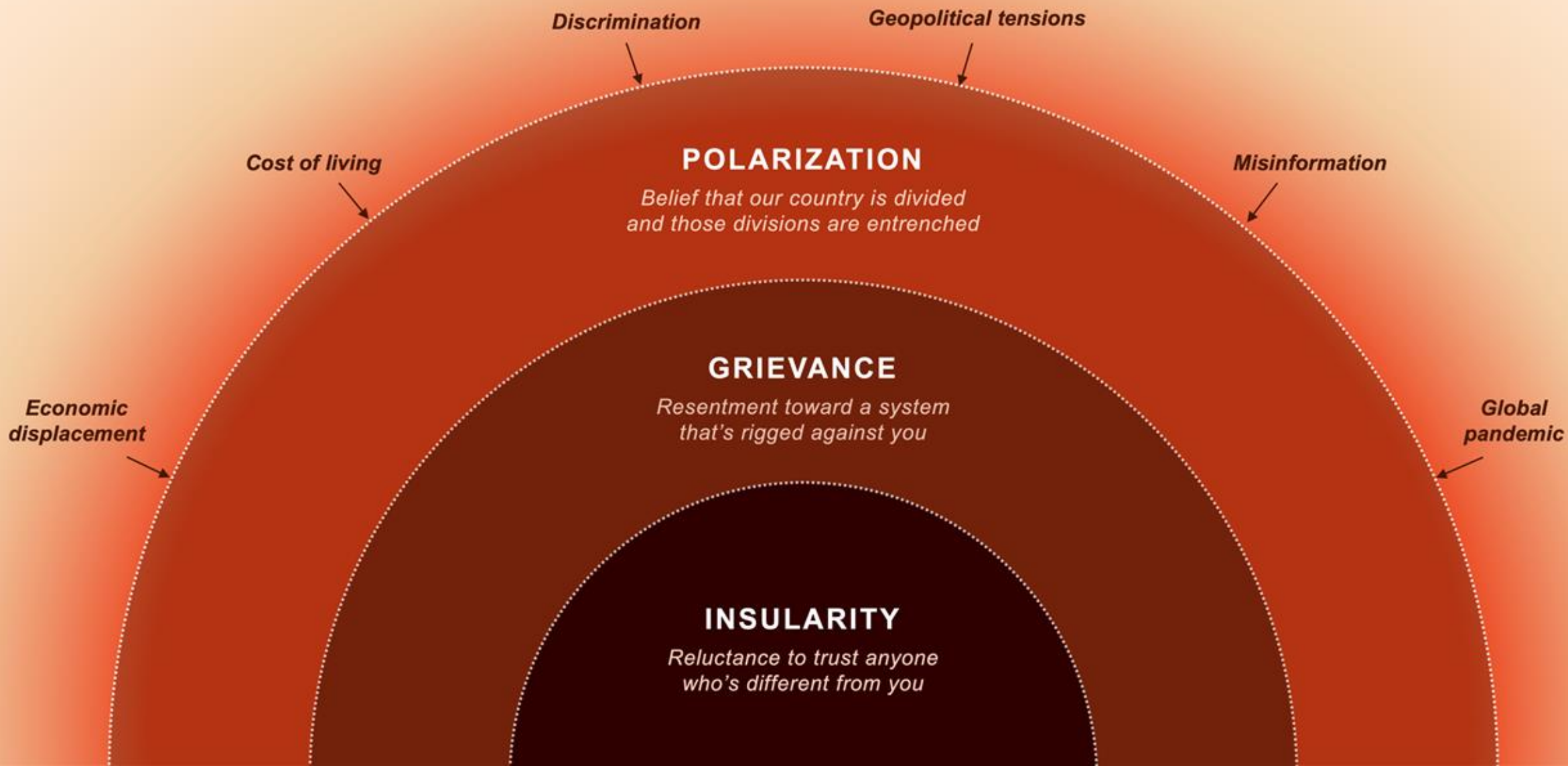
In Canada, significant 10-pt decrease



Insularity  
Stops  
Progress



# The Retreat Into Insularity



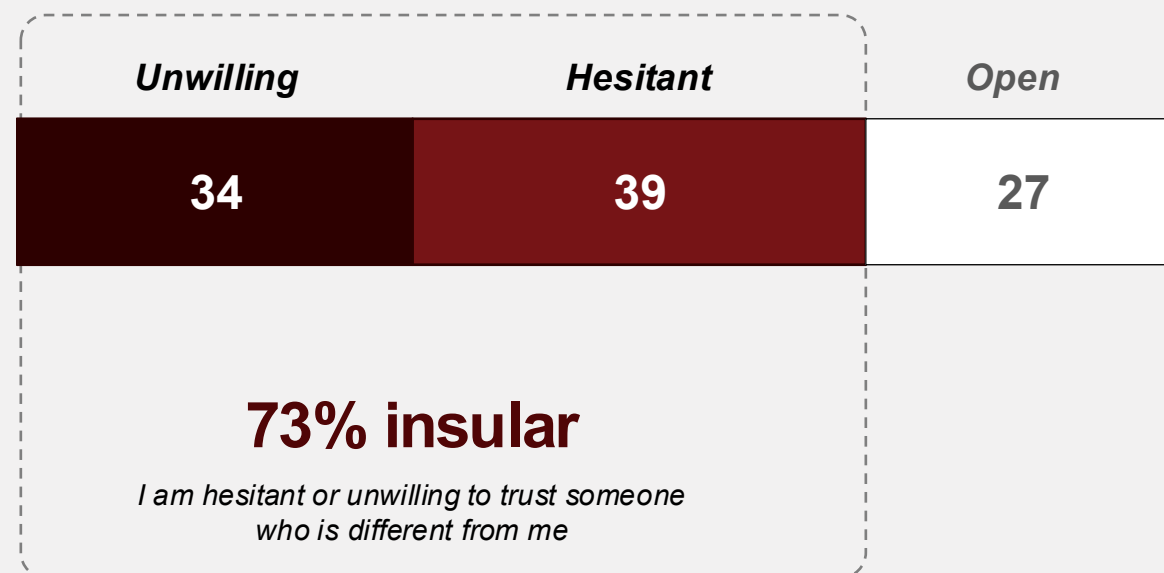
# In Canada, 7 in 10 Have an Insular Mindset

In Canada, 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 ...



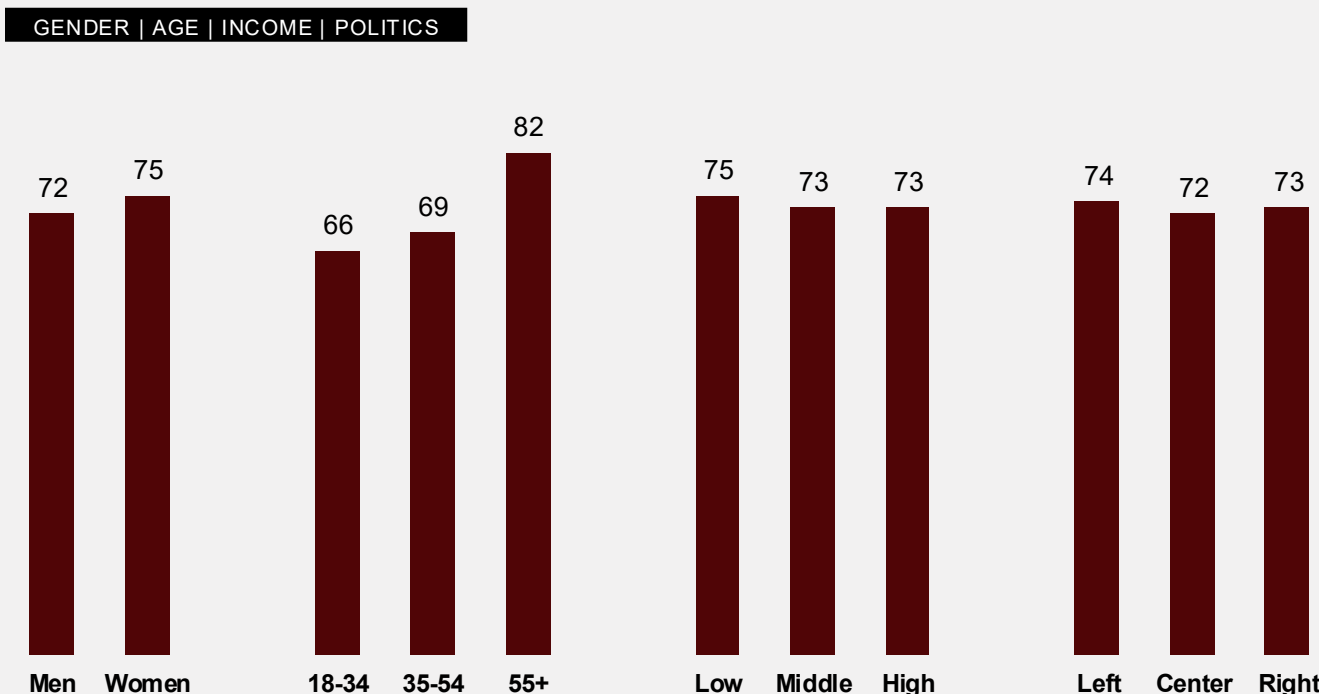
# Majority Across Demographics Have Insular Trust Mindset Toward Others

In Canada, on average, percent who say

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

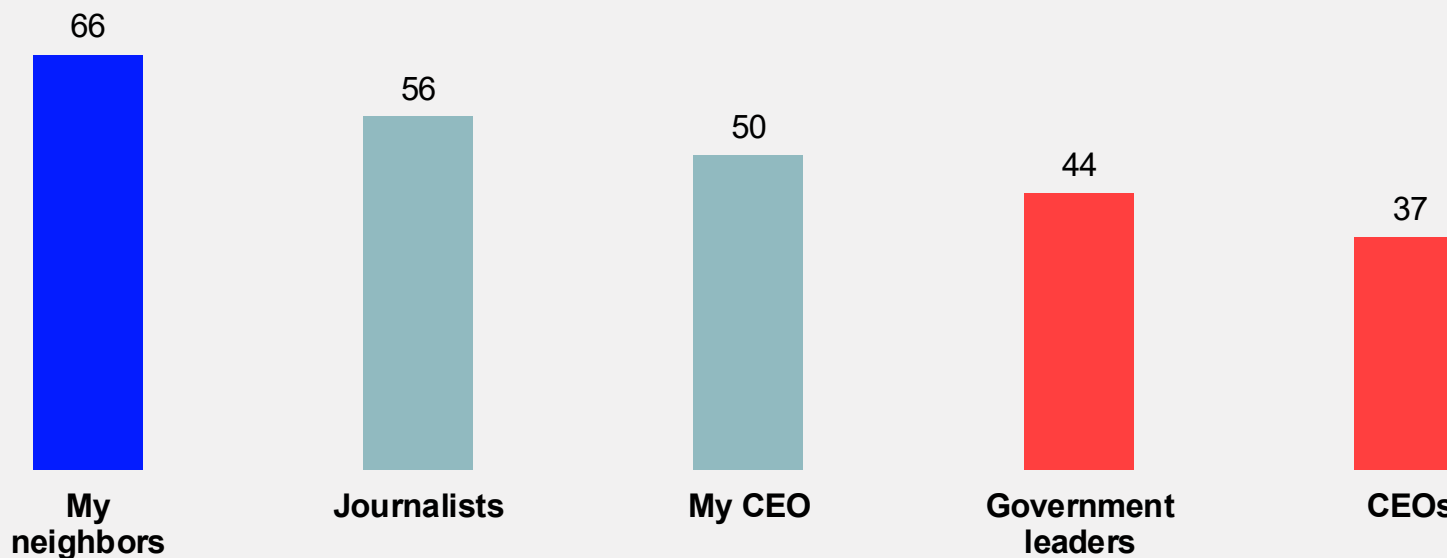
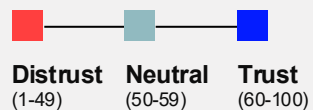
- Lives by **different core values**
- Believes **different facts** and trusts **different sources**
- Wants to address **societal problems differently**
- Has a **different culture, background, or lifestyle**

# 73%



# With Insular Trust Mindset, No Institutional Leaders Trusted

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

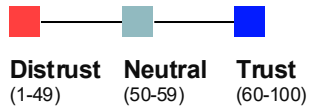


2026 Edelman Trust Barometer. TRU\_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. "My CEO" only asked to those who are employees of an organization (Q43/1). General population, Canada,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

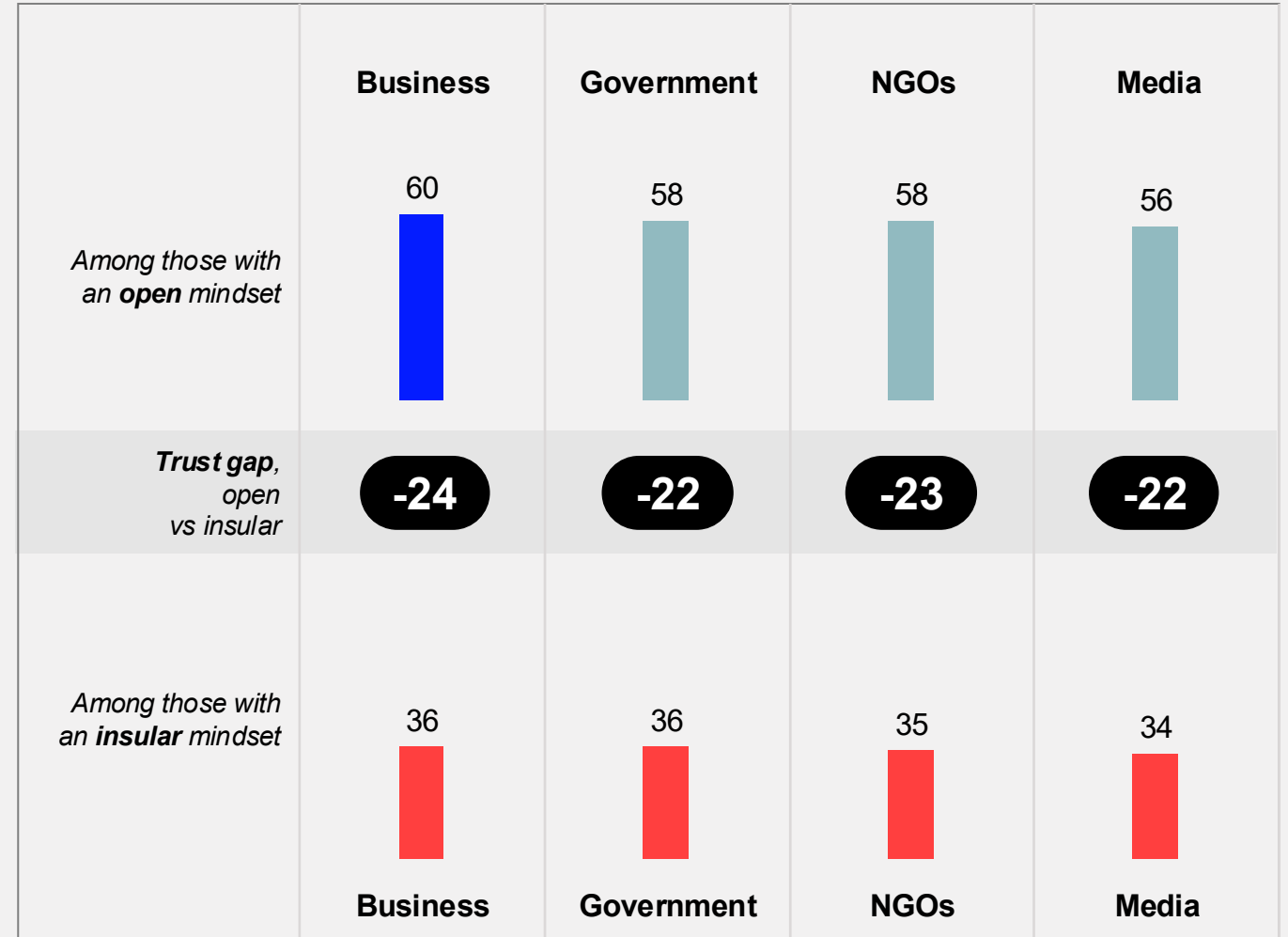


# With Insular Trust Mindset, Institutions With Leaders Different From Me Distrusted

In Canada, 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)



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, Canada, 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.



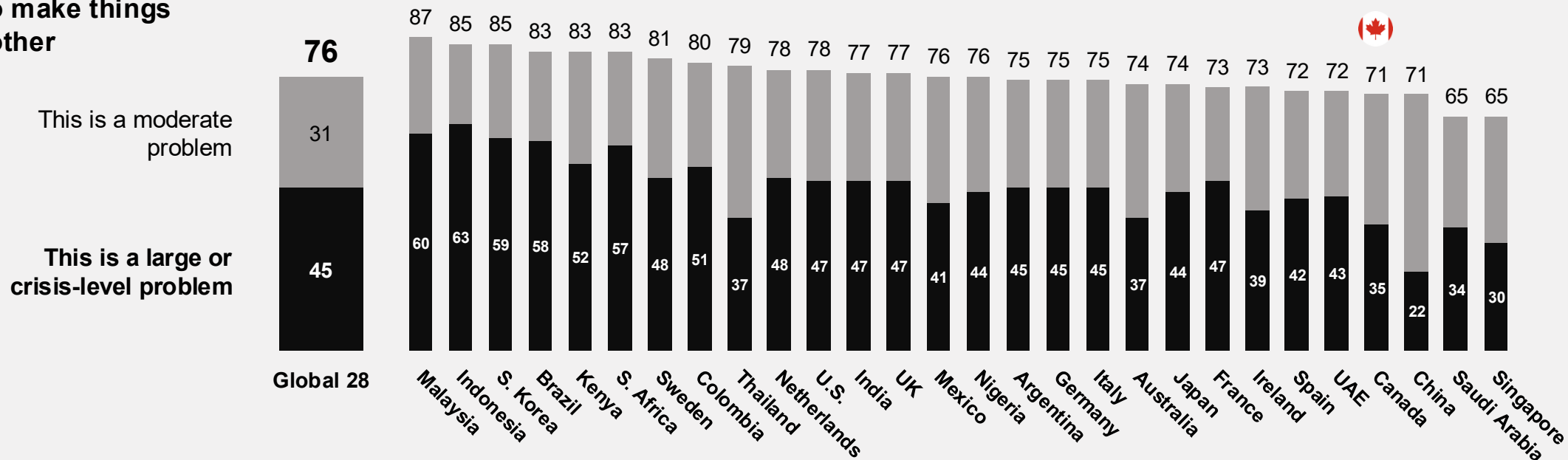
# Global Consensus That Insularity Needs To Be Addressed

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**

*In Canada, over 1 in 3 see insularity as 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."



# Unmitigated Differences Stall Economic Growth

In Canada, percent who say

## Workplace Conflict

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

39%

## 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*)

31%

## Nationalism

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

34%



# Playbook for Trust Brokering in Canada



# Trust Brokering

## What

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

## How

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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

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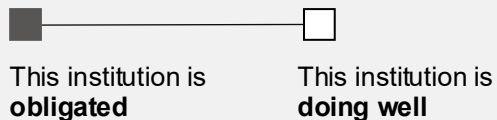
A trust broker can be a person, organization, or institution trusted by each stakeholder group facing a common problem.



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

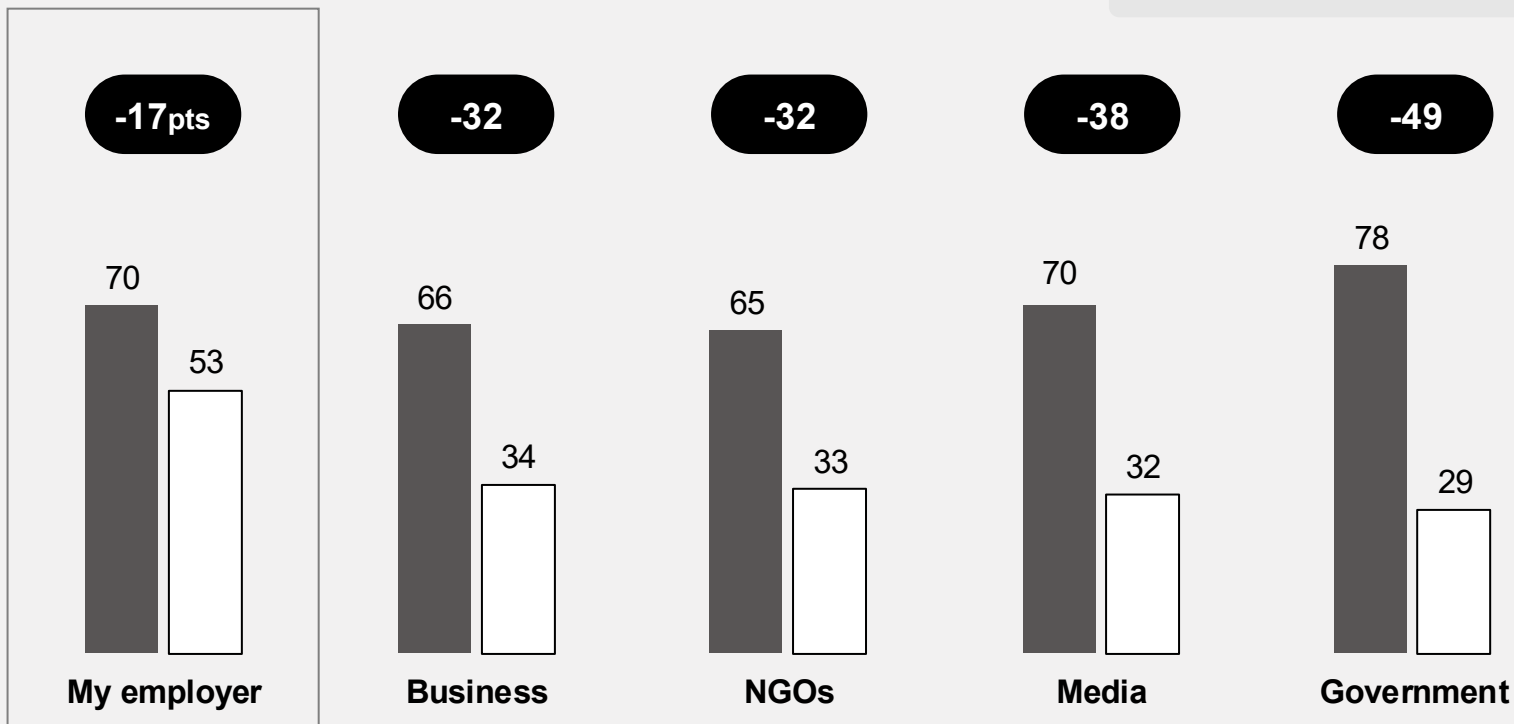
In Canada, percent who say

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



*Gap, expectation vs performance*

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



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

In Canada, percent who say

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

NGOs: Translate Between Groups		Government: Set the Right Tone		Media: De-Escalate Tensions	
Help distrusting groups <b>understand each other</b>	75	Require politicians to engage in <b>civil discourse</b>	78	<b>Write accurate headlines</b> instead of exaggerated or fear-inducing ones	82
Establish <b>local community mediation programs</b>	72	<b>Avoid rhetoric that blames or vilifies</b> particular groups	76	Dedicate <b>equal time and coverage to different viewpoints</b> on big issues	78



# Business: Showcase Best Practices for Trust Brokering

In Canada, percent who say

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

	Canada	Low income	Middle income	High income
Bring employees into the workplace to <b>interact with people who are different</b> than them	68	63	74	70
<b>Partner with unexpected organizations</b> to initiate cross-cultural or cross-political conversations	64	58	70	67

*Consensus across income levels*



# Employers: Scale Trust Brokering Across the Workforce

In Canada, percent of employees who say

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

	Canada	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	78	73	81	78
Build teams that will require people with different values to work together to succeed	76	77	80	73
Provide mandatory employee training for engaging in constructive dialogue amid conflict	76	72	79	74



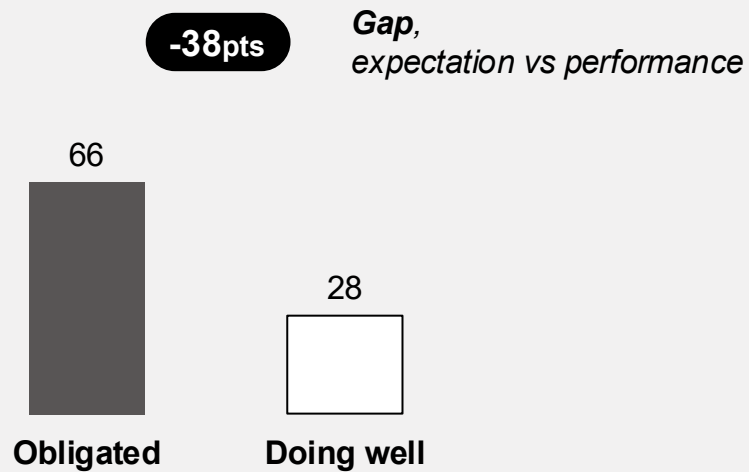
**2026 Edelman Trust Barometer.** EMP\_BRK. For each of the employer actions listed below, please indicate whether you feel it would be an effective strategy or not for actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different 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, Canada, and by income.



# CEOs: Lead By Example

In Canada, 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:

Have CEOs constructively engage with groups who criticize or distrust the company	71
Ensure CEOs consult people with different values and backgrounds when making business decisions	69



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 to 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, Canada. 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 <i>distrusted</i> ...	I trust a food and lifestyle influencer (48%) and if they endorsed a food company I <i>distrusted</i> ...
I would <b>still trust</b> this person and I would <b>trust or consider trusting</b> the company	57	62
I would <b>still trust</b> this person and I would continue to <b>distrust</b> the company	23	20
I would <b>lose trust</b> in this person and I would continue to <b>distrust</b> 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 Age of Insularity

# 1

## Insularity is reshaping the operating environment

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73% of Canadians are hesitant or unwilling to trust someone different from them. Economic anxiety and division are driving Canadians inward — raising the stakes for leaders who depend on collaboration, innovation, and social license.

# 2

## Growth now depends on bridging divides

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Unmitigated differences stall productivity, weaken leadership credibility, and harden resistance to change. In this environment, business cannot remain neutral, it must actively create conditions for trust.

# 3

## Trust brokering is a leadership capability

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Trust is no longer earned by alignment; it is built by facilitation. Leaders must surface shared interests, acknowledge differences openly, and translate across perspectives.

# 4

## The workplace is Canada's trust engine

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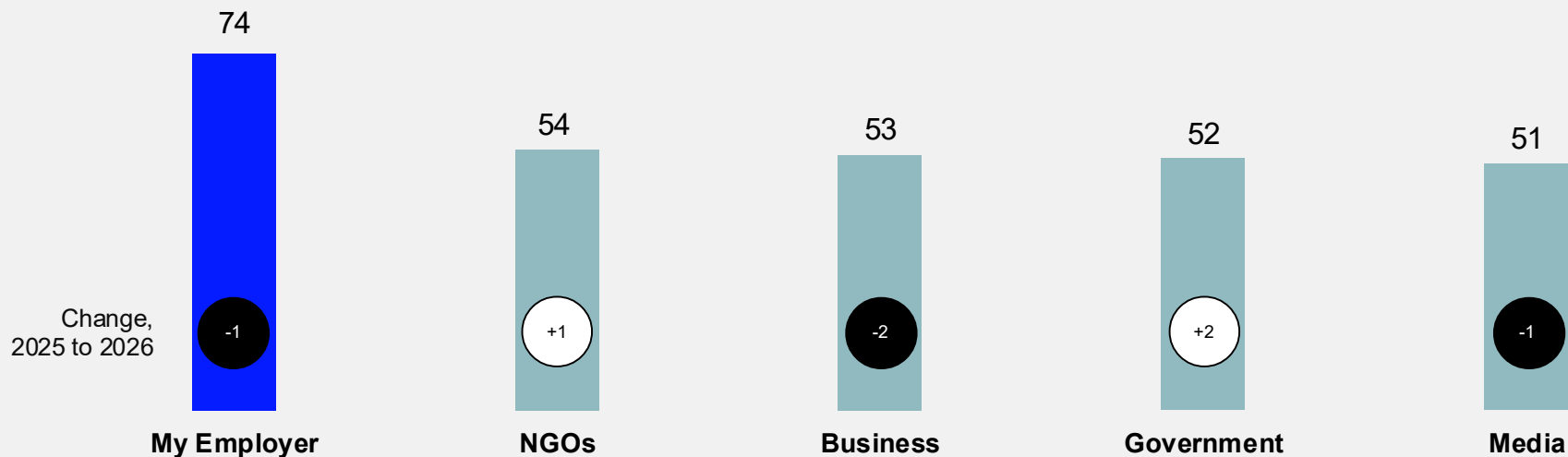
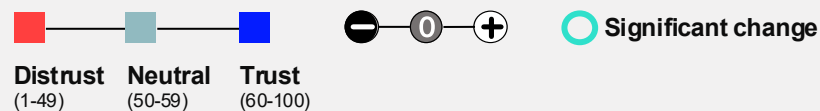
Employers are uniquely positioned to scale trust across difference. By promoting shared identity, fostering constructive dialogue, and modelling openness, organizations can strengthen cohesion — and performance.

# Supplemental Data Appendix



# In Canada, My Employer Remains Only Trusted Institution

In Canada, percent trust

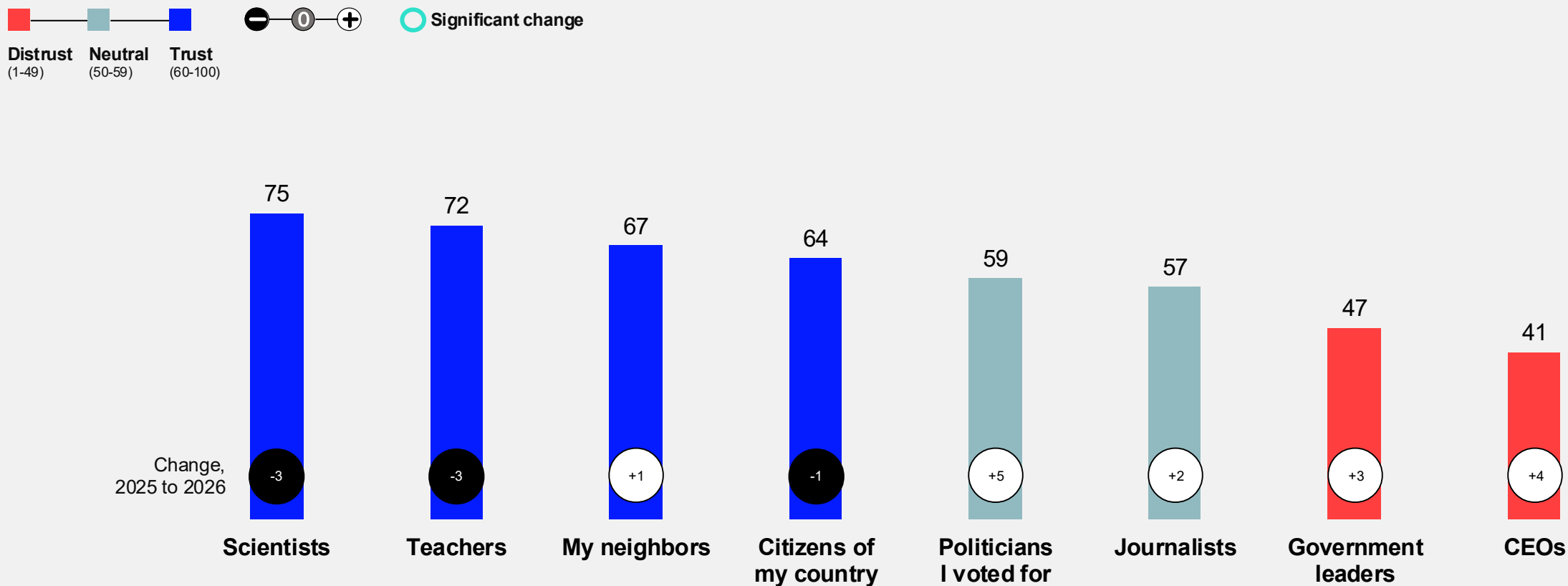


**2026 Edelman Trust Barometer.** TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Canada. “My employer” only asked to those who are employees of an organization (Q43/1). 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.



# In Canada, Scientists, Teachers, Neighbors, and Fellow Citizens Remain Trusted

In Canada, percent trust

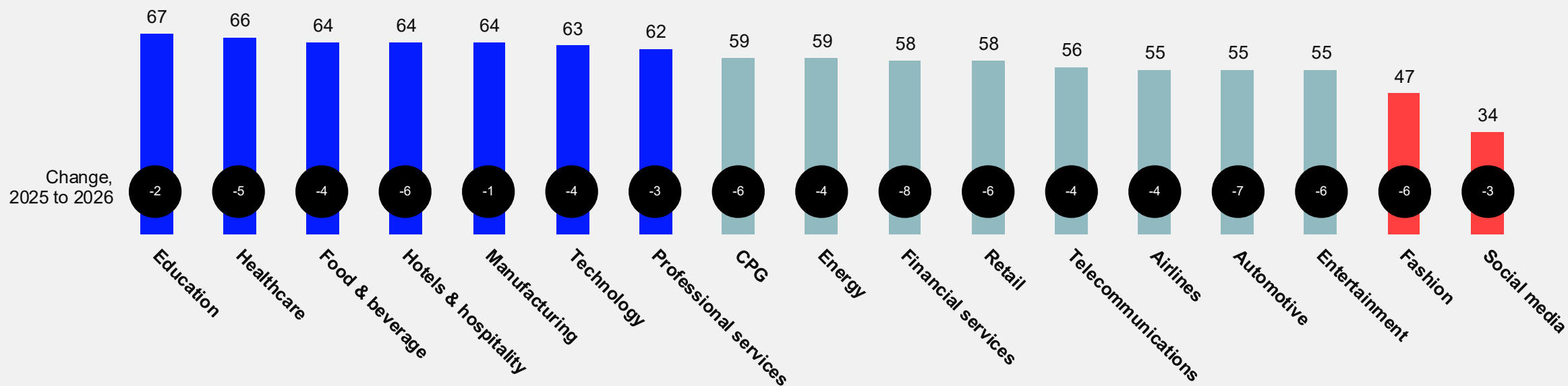
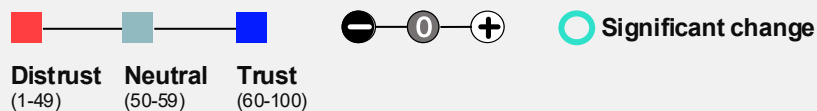


**2026 Edelman Trust Barometer.** TRU\_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. General population, Canada. Year-over-year changes were tested for significance using a t-test set 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.



# In Canada, No Significant Change in Trust Across Industries

In Canada, percent trust

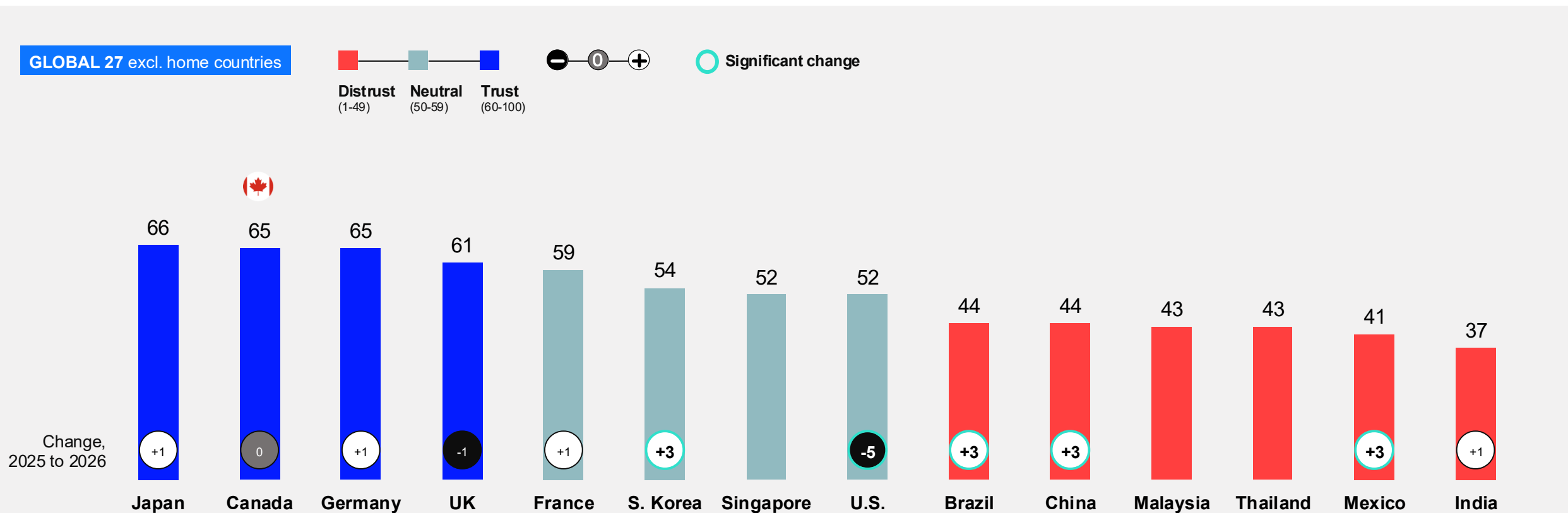


2026 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, Canada. Year-over-year changes were tested for significance using a t-test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



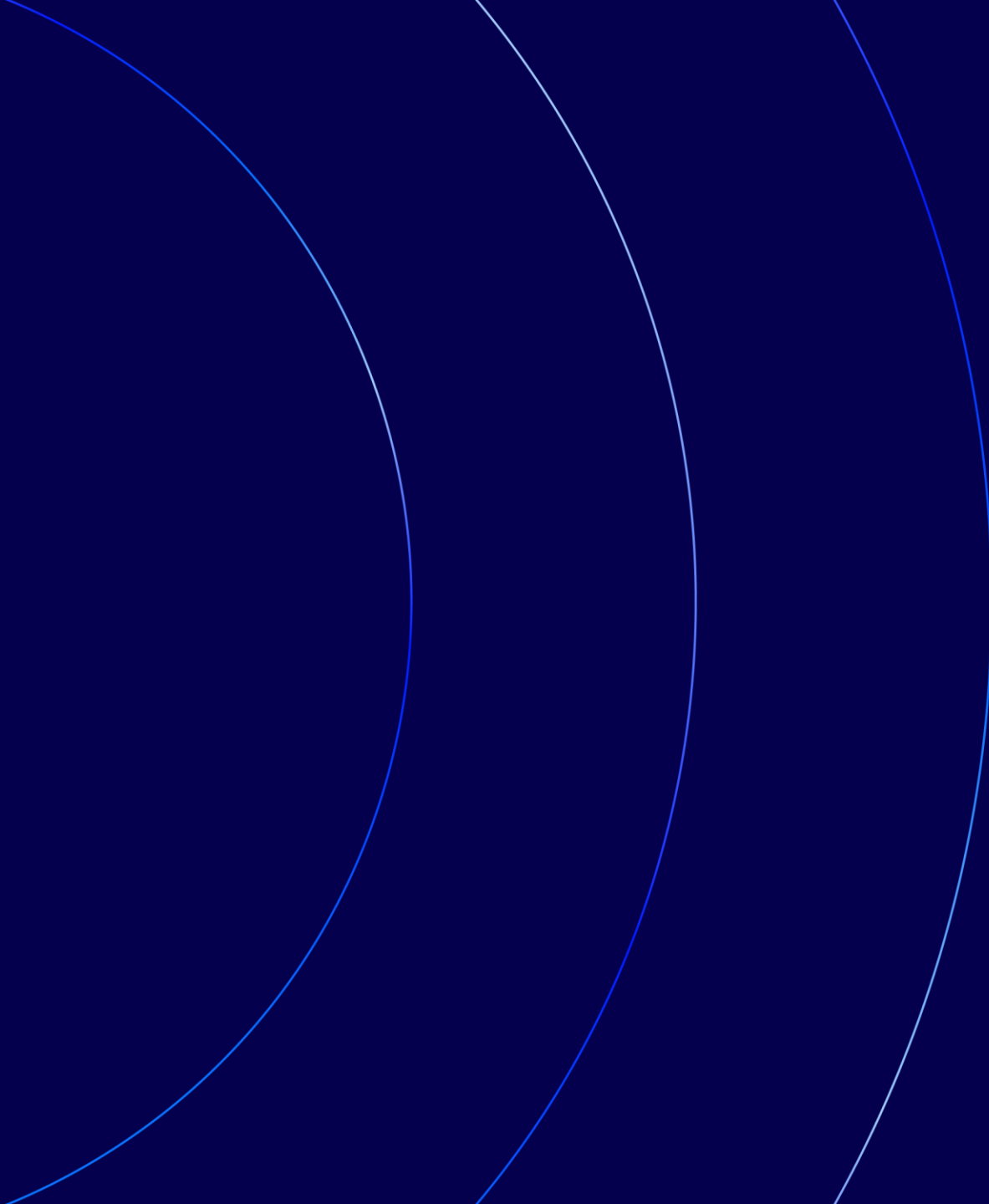
# Trust in Companies Headquartered in Foreign Countries

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.





# 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		
Italy	1,200	1,200		
Japan	1,200	1,202		
Kenya	1,200	1,206		
Malaysia	1,200	1,203	+/- 3.7 pct pts. total sample	
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**

	<b>Sensitive Markets Global 27</b>	<b>Sensitive Markets Global 26</b>
<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 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.



# Full Text for Shortened Answer Choices



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 you worry about. Specifically, how much do you worry about each of the following?

## Shortened text

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

## Full text

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

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

### Full text

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

## Unmitigated Differences Stall Economic Growth

CIR\_KPI. Please indicate how much you agree or disagree with the following statements.

### Shortened text

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

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

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

### Full text

I would rather switch to a different department or job function than report to a manager who had very different values than mine

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 fewer choices and higher prices



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 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
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



	1	2
	3	4
	5	6

## Cover Image Credits

1. **Canada's Prime Minister and Liberal Party leader Mark Carney waves to supporters at a victory party in Ottawa, Ontario on April 29, 2025: *DAVE CHAN/AFP 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. **The Canadian and US flags near the Ambassador Bridge on the Canada-US border in Windsor, Ontario, Canada, on Thursday, Dec. 26, 2024: *Brett Gundlock/Bloomberg via Getty Images***
4. **Hundreds of First Nations members and allies gather outside the Alberta Legislature to protest Alberta's proposed separation and Bill 54 on May 15, 2025, in Edmonton, Alberta, Canada: *Artur Widak/NurPhoto via Getty Images***
5. **A vendor organizes eggs at the Paloquemao Fruit Market in Bogota on September 5, 2025: *RAUL ARBOLEDA 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***



# How To Contact Us

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