

2026 Edelman Trust Barometer

Restablecer la confianza en medio de
la insularidad
Informe de España

Edelman
Trust Institute



2026 Edelman Trust Barometer

METODOLOGÍA


26ª Edición de la encuesta online anual

Trabajo de campo realizado entre el 25 Oct y el 16 Nov de 2025.

28
Países

33,938
Encuestados

1,200+/-
Encuestados por país

Argentina	China	India	Japón	Países Bajos	Sudáfrica	Tailandia
Australia	Colombia	Indonesia	Kenia	Nigeria	Corea del Sur	EAU
Brasil	Francia	Irlanda	Malasia	Arabia Saudí	España 	Reino Unido
Canadá	Alemania	Italia	México	Singapur	Suecia	EE.UU.

Los datos recopilados son representativos de la población general en cada país en cuanto a edad, género y región.**

*El tamaño de la muestra varía según el país, de 1.200 a 1.501.

**Los datos también son representativos por nacionalidad en Arabia Saudí y Emiratos Árabes Unidos, y por raza/etnia en el Reino Unido y Estados Unidos.

Margen de error para el promedio global de 28 mercados en población general: +/- 0,7 puntos porcentuales.

Margen de error para los promedios por país en población general: +/- 3,3 a 3,7 puntos porcentuales (varía según el país).

El margen de error se calcula con un nivel de confianza del 99%.

Promedios globales

Salvo que se indique lo contrario, la media global se calcula sobre la base de los 28 países.

Relevancia estadística

    Cambio significativo

Señala una diferencia o cambio estadísticamente significativo en los datos, lo que indica que es poco probable que se deba al azar o a fluctuaciones aleatorias.

Todos los cambios significativos año tras año fueron determinados utilizando una prueba "t" con un nivel de confianza del 99% o superior.

Edición de preguntas

A lo largo del informe, el texto de las preguntas ha sido editado para mejorar la legibilidad.

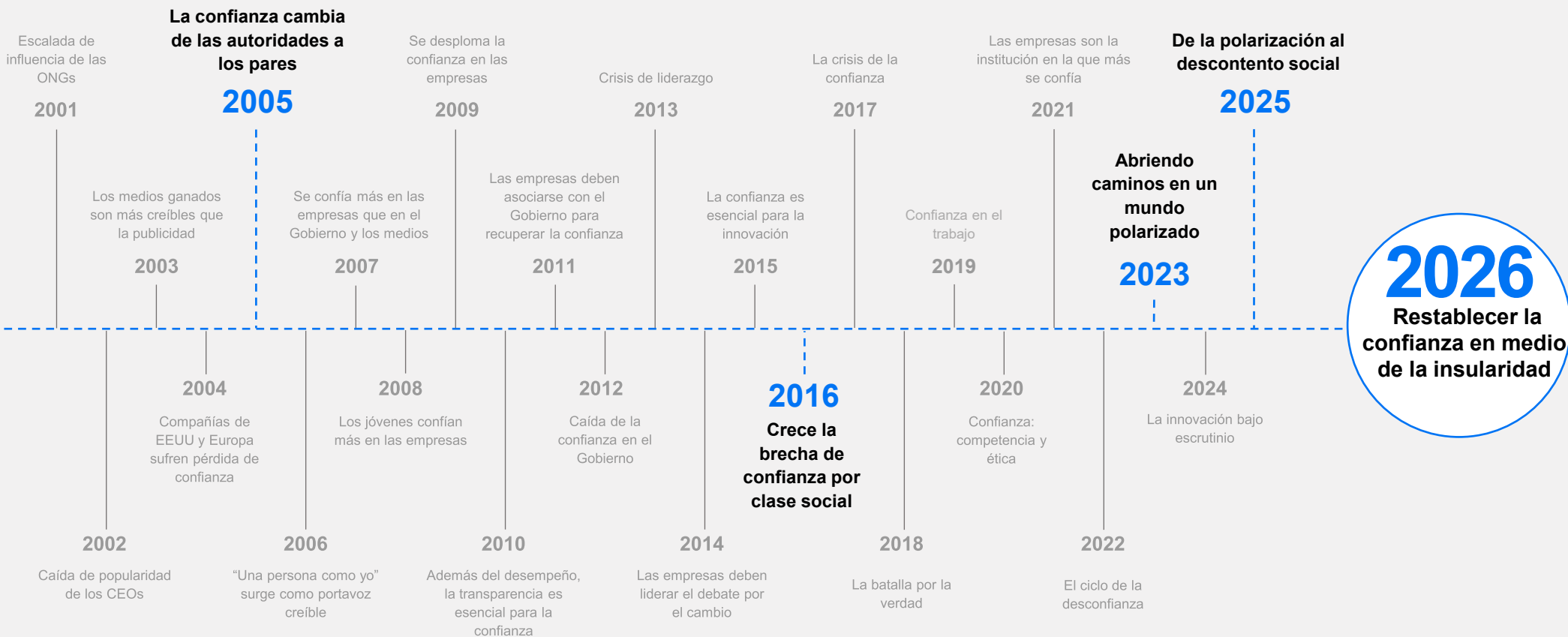
Para más detalles sobre el margen de error, los promedios globales, la información de la muestra por país, las preguntas realizadas a una muestra parcial o para ver el texto completo de cualquier enunciado abreviado, consulta el Apéndice Técnico.

Todo el contenido de este informe es propiedad del Edelman Trust Institute.



Nuestra realidad compartida se ha ido erosionando en los últimos 20 años

26 Años de Confianza



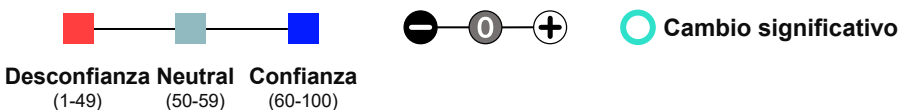
La desconfianza
nos vuelve más
insulares



El panorama global se mantiene


Índice de Confianza

(promedio del porcentaje de confianza en empresas, gobierno, medios y ONG)




2026 Edelman Trust Barometer. El Índice de Confianza es el promedio del porcentaje de confianza en empresas, gobierno, medios y ONG. TRU_INS. A continuación, se muestra una lista de instituciones. Para cada una, indica cuánto confías en que esa institución haga lo correcto. Escala de 9 puntos; top 4 (confianza). Población general, promedio de 28 mercados y promedios de países desarrollados y en desarrollo. Los cambios interanuales se evaluaron para determinar su significancia mediante una prueba t con un nivel de confianza del 99% o superior.

2025 Población general

56	Global 28
77	China
76	Indonesia
75	India
72	EAU
71	Arabia Saudí
66	Malasia
66	Tailandia
65	Nigeria
65	Singapur
63	Kenia
57	México
57	Países Bajos
53	Sudáfrica
52	Canadá
51	Brasil
50	Italia
50	Suecia
49	Australia
49	Colombia
48	Argentina
48	Francia
48	Irlanda
47	EE.UU.
44	España 
43	Reino Unido
41	Alemania
41	Corea del Sur
37	Japón

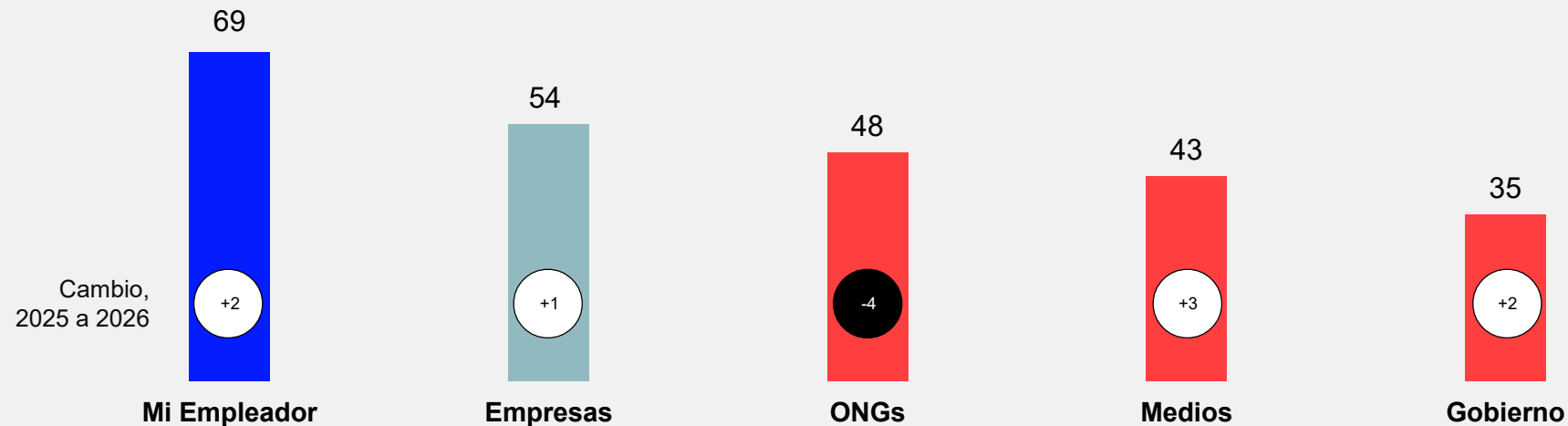
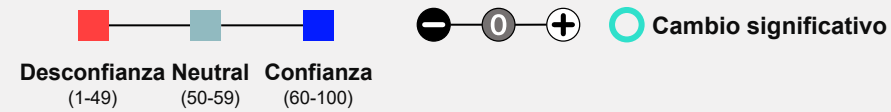
2026 Población general

57	Global 28
80	China
80	EAU
74	India
73	Indonesia
73	Arabia Saudí
72	Nigeria
71	Malasia
68	Kenia
65	Tailandia
64	Singapur
58	Países Bajos
57	México
56	Brasil
54	Australia
54	Sudáfrica
52	Canadá
52	Suecia
50	Argentina
50	Italia
49	Colombia
47	Irlanda
47	EE.UU.
46	Corea del Sur
45	España 
44	Alemania
44	Reino Unido
42	Francia
38	Japón



Atrapados en la desconfianza, a pesar de ligeros ascensos.

En España, porcentaje que confía

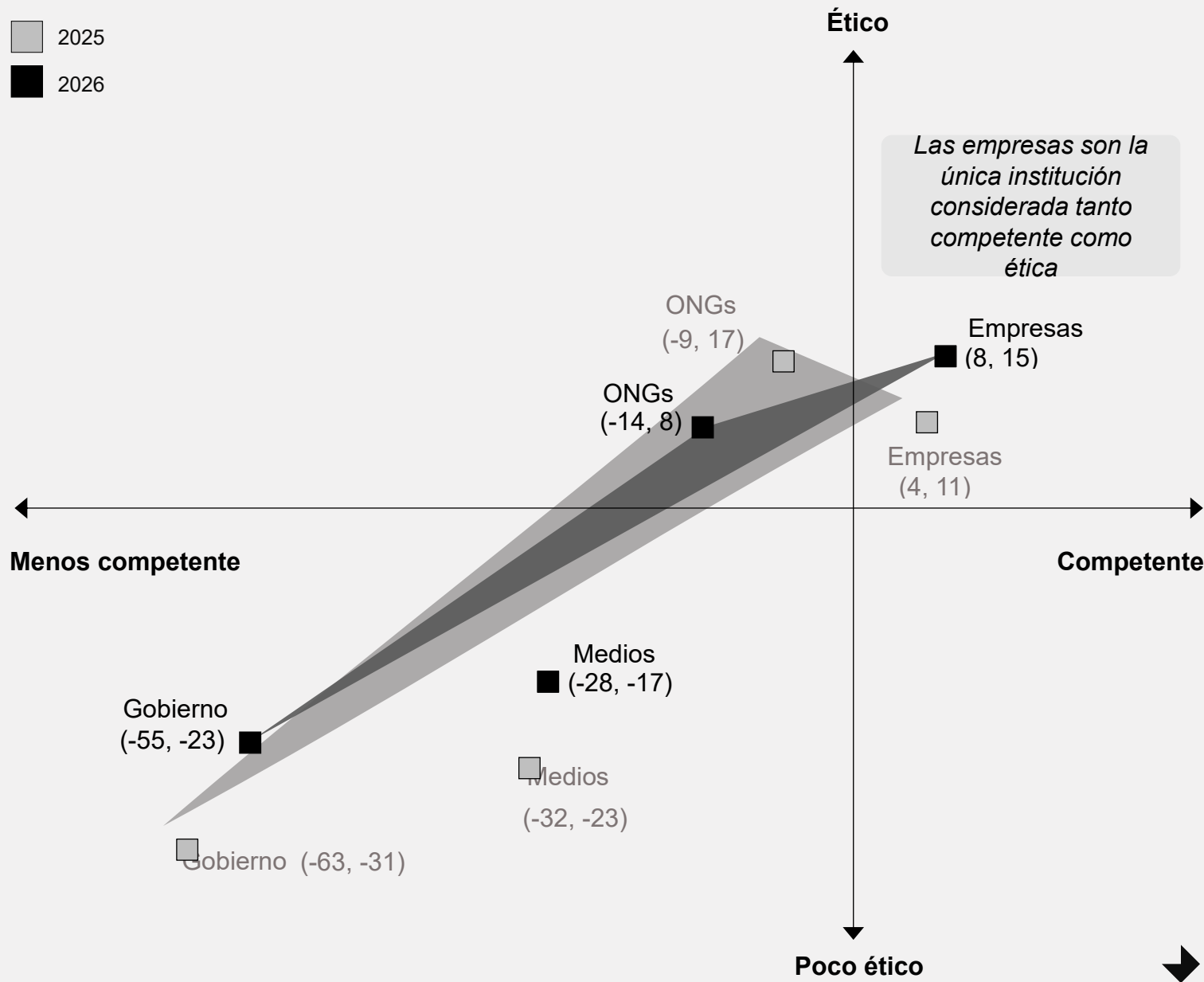



2026 Edelman Trust Barometer. TRU_INS. A continuación, se muestra una lista de instituciones. Para cada una, indica cuánto confías en que esa institución haga lo correcto. Escala de 9 puntos; top 4 (confianza). Población general, España. "Mi empleador" solo se preguntó a quienes son empleados/as de una organización (Q43/1). Los cambios interanuales se evaluaron para determinar su significancia mediante una prueba t con un nivel de confianza del 99% o superior.



Este año, todas las instituciones excepto las ONGs, son consideradas más competentes y más éticas

(Puntuación de competencia, puntuación neta de ética)

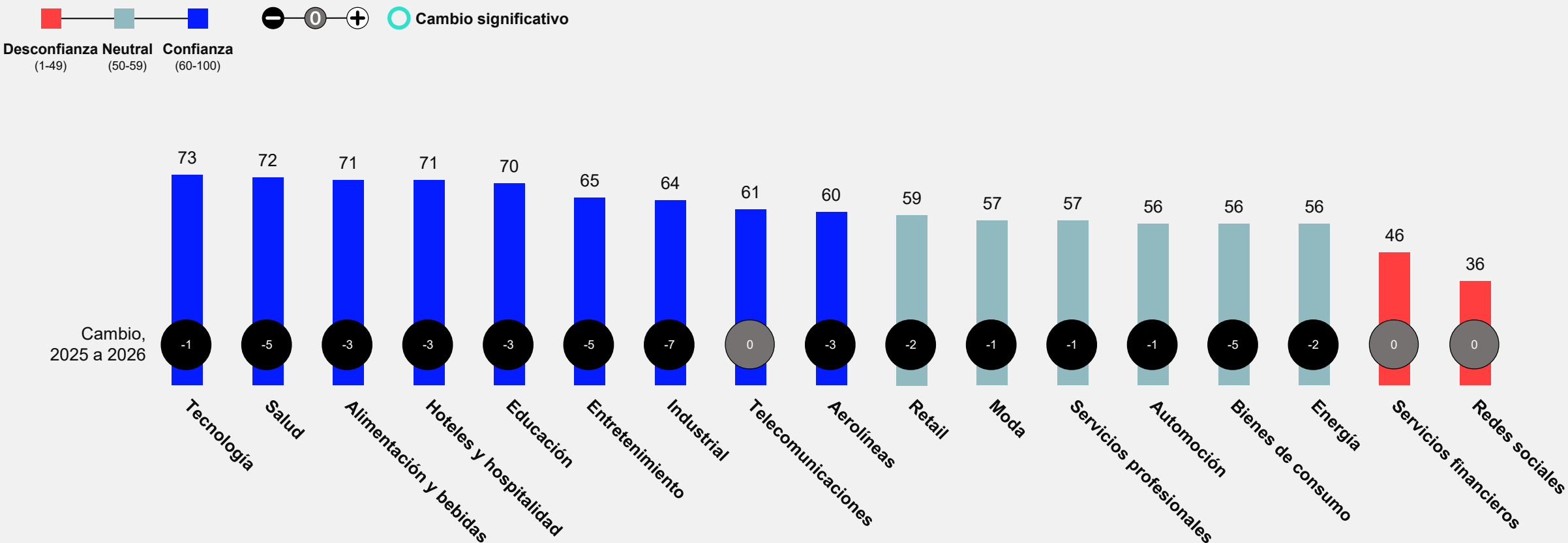


 **2026 Edelman Trust Barometer.** La puntuación de competencia es una puntuación neta basada en TRU_3D_[INS]/1. Solo se consultó sobre medios y ONGs a la mitad de la muestra. Las puntuaciones éticas son promedios de puntuaciones netas basadas en [INS]_PER_DIM/1-4. Solo se consultó sobre medios y ONGs a la mitad de la muestra. Población general, España.

Para más información sobre el cálculo y la representación gráfica de estos datos, consulte el Apéndice Técnico.

Cambio de ciclo tras años de repunte constante.

En España, porcentaje que confía

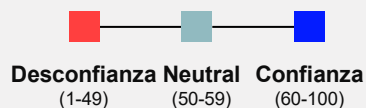


2026 Edelman Trust Barometer. TRU_IND. Indica cuánto confías en que las empresas de cada una de las siguientes industrias hagan lo correcto. Escala de 9 puntos; top 4 (confianza). Pregunta realizada a una muestra parcial. Población general, España. Los cambios interanuales se evaluaron para determinar su significancia mediante una prueba t con un nivel de confianza del 99% o superior.



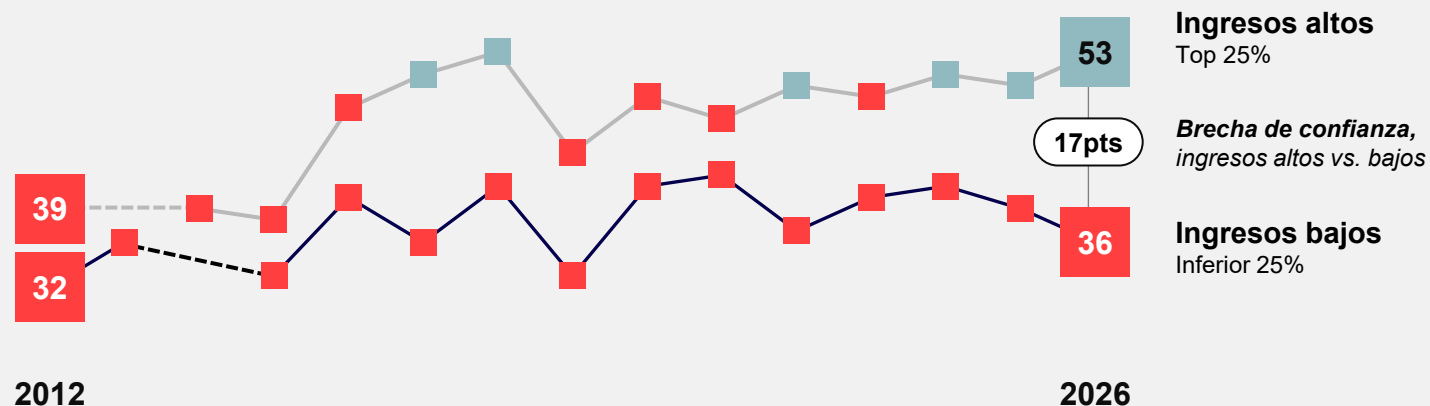
En España, la brecha de confianza por nivel de ingresos alcanza su mayor diferencia

Índice de Confianza en España



Índice de Confianza

(promedio del porcentaje de confianza en empresas, gobierno, medios y ONG)



2026

Brecha ingresos altos y bajos

	Francia	22pts
	Reino Unido	19pts
	Alemania	18pts
	Países Bajos	18pts
	España	17pts
	Suecia	13pts
	Irlanda	11pts
	Italia	9pts

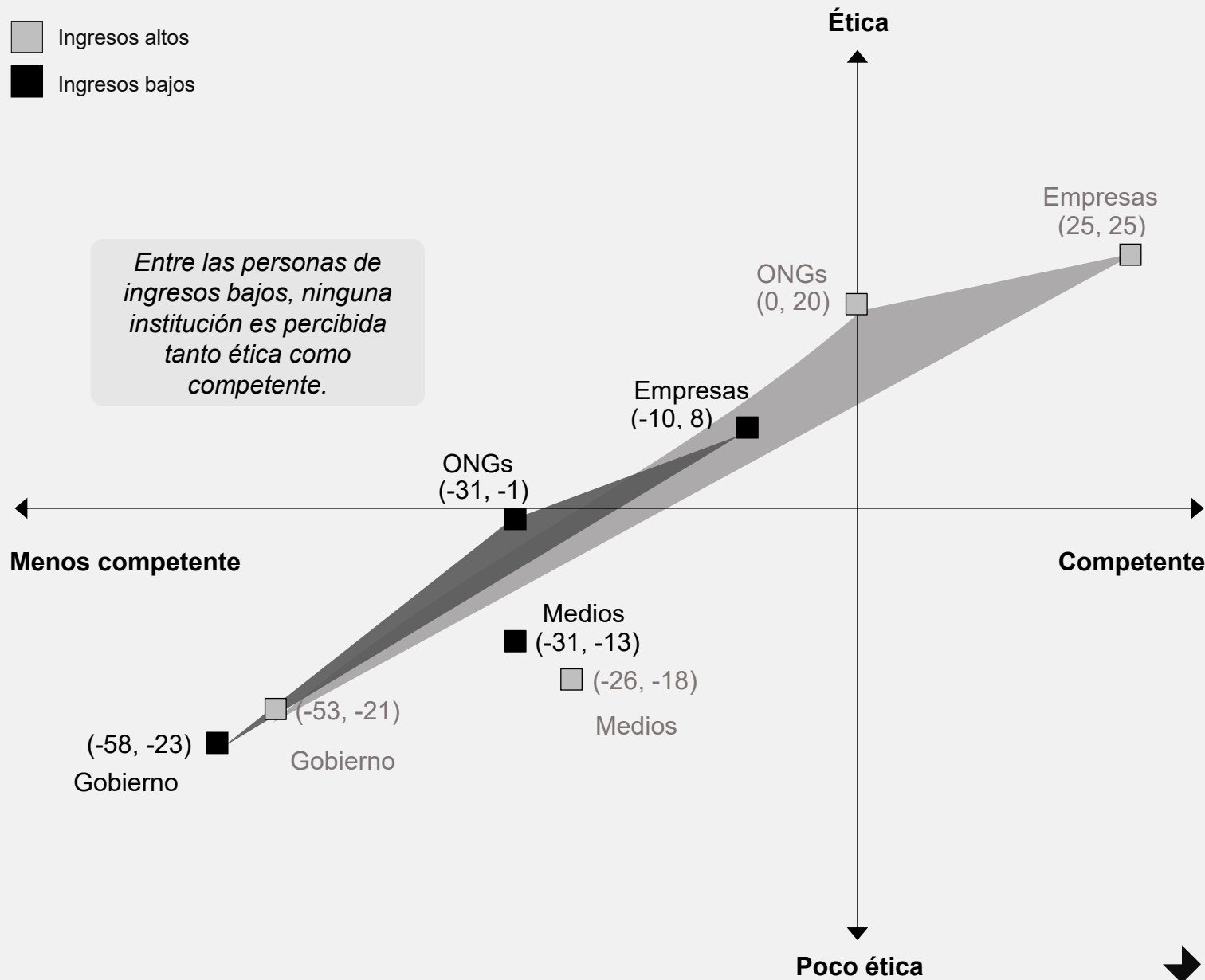



2026 Edelman Trust Barometer. El Índice de Confianza es el promedio del porcentaje de confianza en empresas, gobierno, medios y ONG. TRU_INS. A continuación se muestra una lista de instituciones. Para cada una, indica cuánto confías en que esa institución haga lo correcto. Escala de 9 puntos; top 4 (confianza). Población general, España, por nivel de ingresos. Los cuartiles de ingresos se determinaron por separado en cada país según la distribución de ingresos del hogar entre las personas encuestadas en ese país. La base muestral es demasiado pequeña para reportar datos de España (ingresos altos) en 2013 y de España (ingresos bajos) en 2014 (menos de n=100).



En España, las personas con ingresos altos y bajos viven en realidades institucionales opuestas, pero las empresas lideran para ambos perfiles

(puntuación de competencia, puntuación ética neta)



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Para más información sobre el cálculo y la representación gráfica de estos datos, consulte el Apéndice Técnico.

Cuando el sistema no funciona, aumenta el pesimismo hacia el futuro

Porcentaje que afirma

GLOBAL 28



Cambio significativo

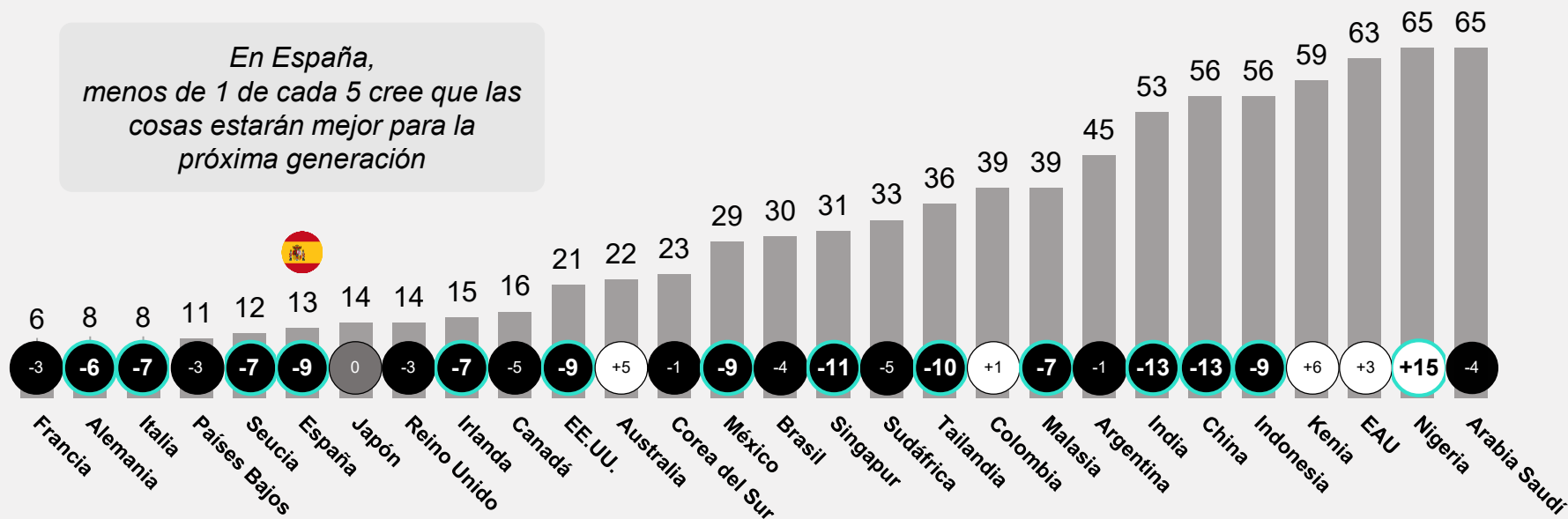
Comparado con el presente,
la próxima generación estará mejor

SOLO

13%

-9 pts
Cambio, 2025 a 2026

En España,
menos de 1 de cada 5 cree que las cosas estarán mejor para la próxima generación



No solo preocupan las cuestiones económicas

En España, porcentaje de personas empleadas que afirman

Me preocupa perder poder adquisitivo por la inflación.

80 %

Me preocupa el **cambio climático y consecuencias** como sequías, aumento del nivel del mar y otros desastres naturales.

70 %

Me preocupa perder mi trabajo como resultado de una **recesión inminente**.

68 %

Me preocupa que los **conflictos comerciales internacionales y los aranceles** perjudiquen a la empresa en la que trabajo.

66 %



Además, alcanza un máximo histórico a nivel global el temor a que actores extranjeros difundan desinformación para sembrar división interna

Porcentaje que afirma

GLOBAL 26



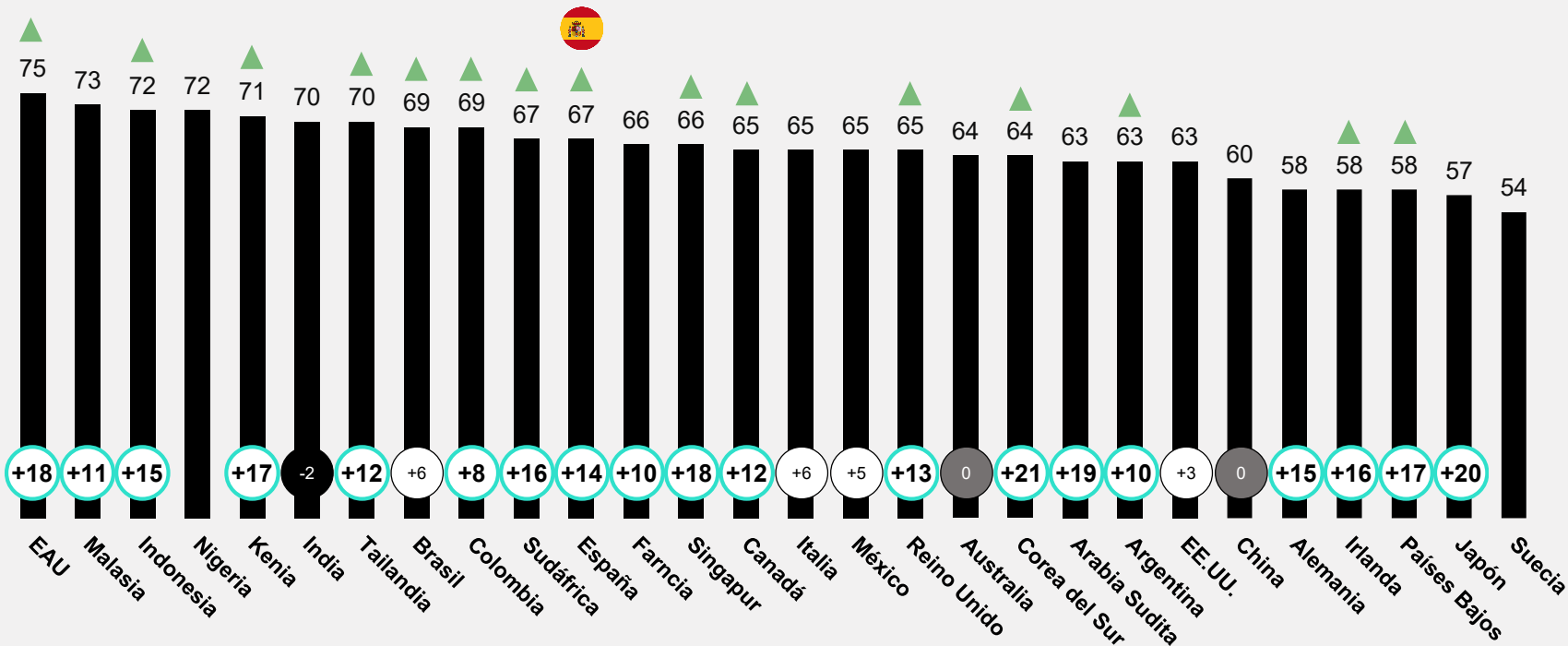
Cambio significativo

Máximos y mínimos históricos

En España, a casi 7 de cada 10 les preocupa este tema

Me preocupa que **otros países contaminen deliberadamente nuestros medios** con falsedades para avivar nuestras diferencias

67%
Cambio, 2021 a 2026
+14 pts



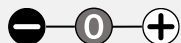
2026 Edelman Trust Barometer. POP_EMO. Algunas personas dicen que les preocupan muchas cosas, mientras que otras dicen tener pocas preocupaciones. Nos interesa saber qué te preocupa. En concreto, ¿cuánto te preocupa cada una de las siguientes cuestiones? Escala de 9 puntos; top 4 (preocupación). Pregunta realizada a una muestra parcial. Población general, promedio de 26 mercados. Los cambios interanuales se evaluaron para determinar su significancia mediante una prueba t con un nivel de confianza del 99% o superior. El análisis de máximos y mínimos históricos incluyó países con al menos cinco oleadas de recogida de datos; por lo tanto, Nigeria y Suecia no fueron elegibles para el análisis.



El repliegue identitario: en España, descenso significativo en la exposición a puntos de vista políticos diferentes

Porcentaje que afirma

GLOBAL 28

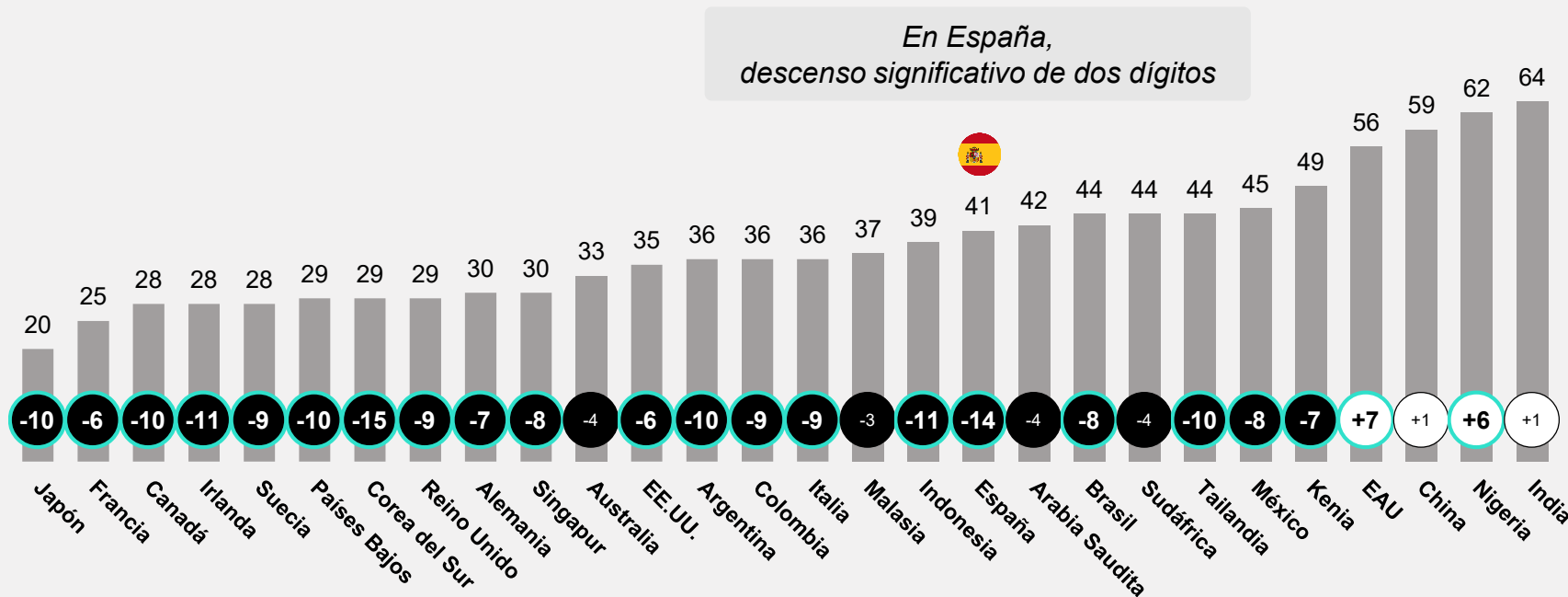


Cambio significativo

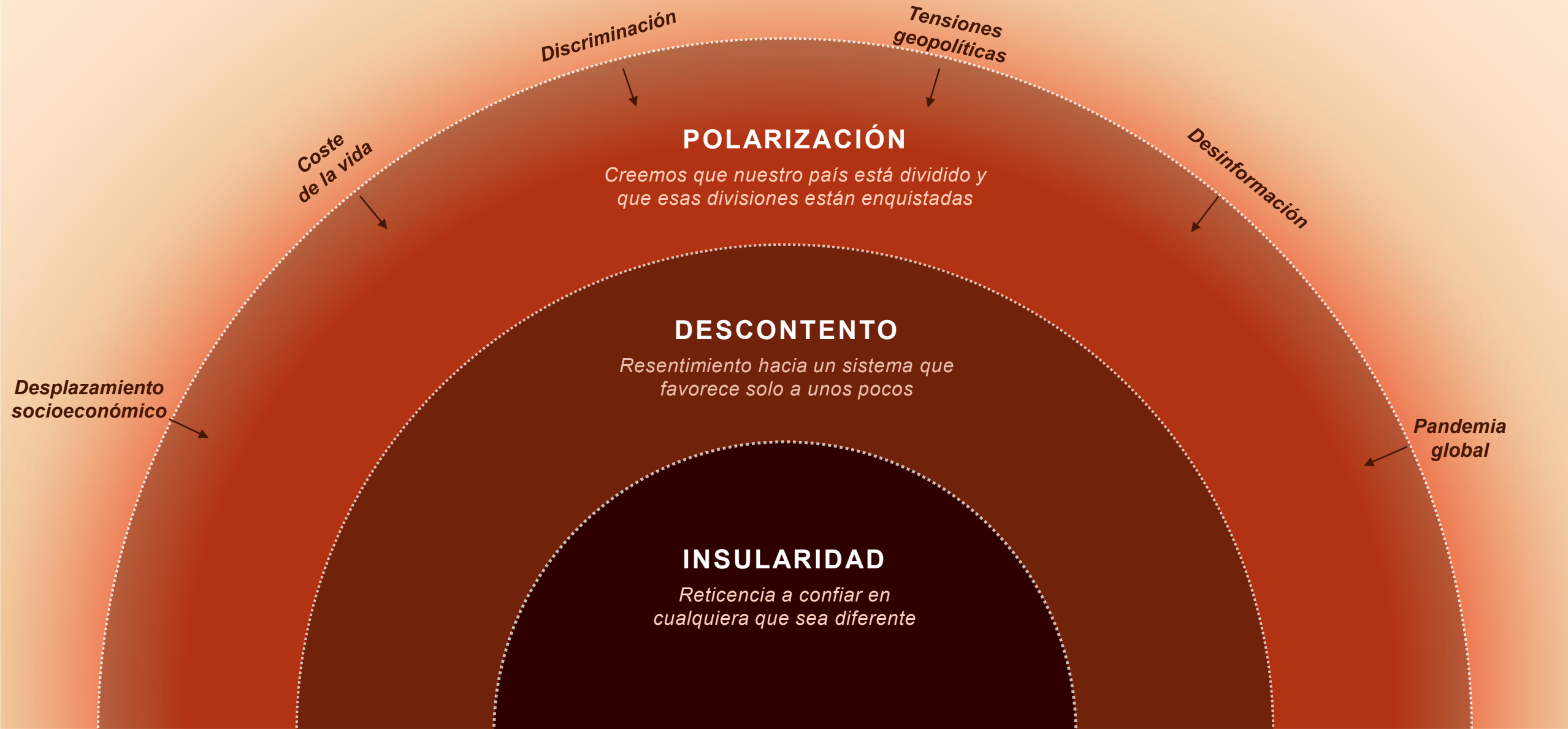
Obtengo información de **fuentes con una orientación política diferente** a la mía al **menos semanalmente**

41%

-14 pts
Cambio, 2025 a 2026



El repliegue hacia la insularidad



La insularidad
estanca
el progreso



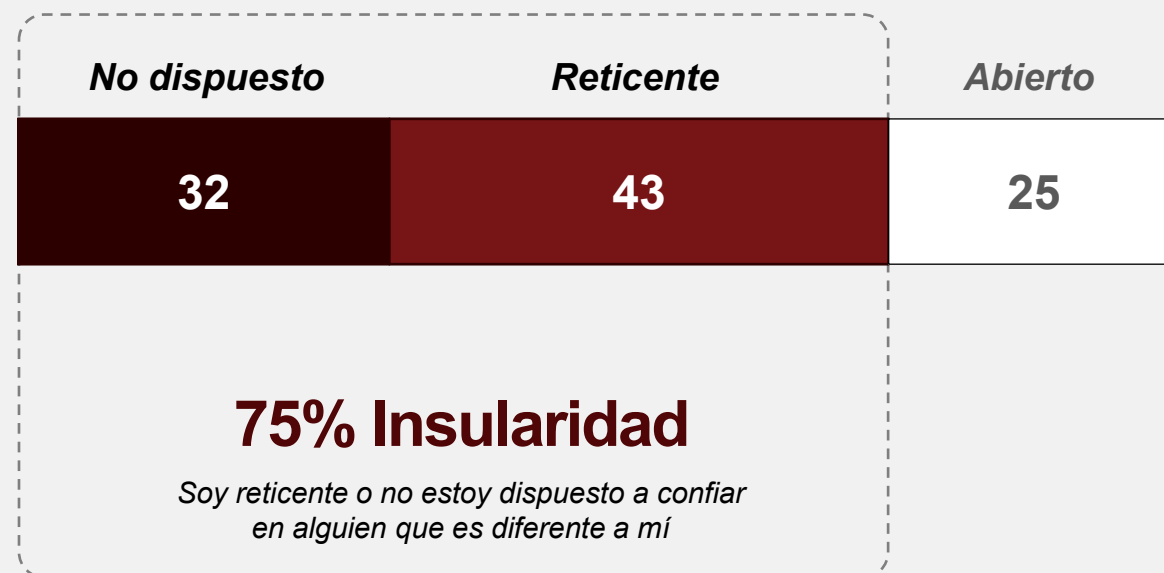
Con una mentalidad insular, la confianza cobra una dimensión ideológica

En España, en promedio, porcentaje que afirma que

Cuando alguien:

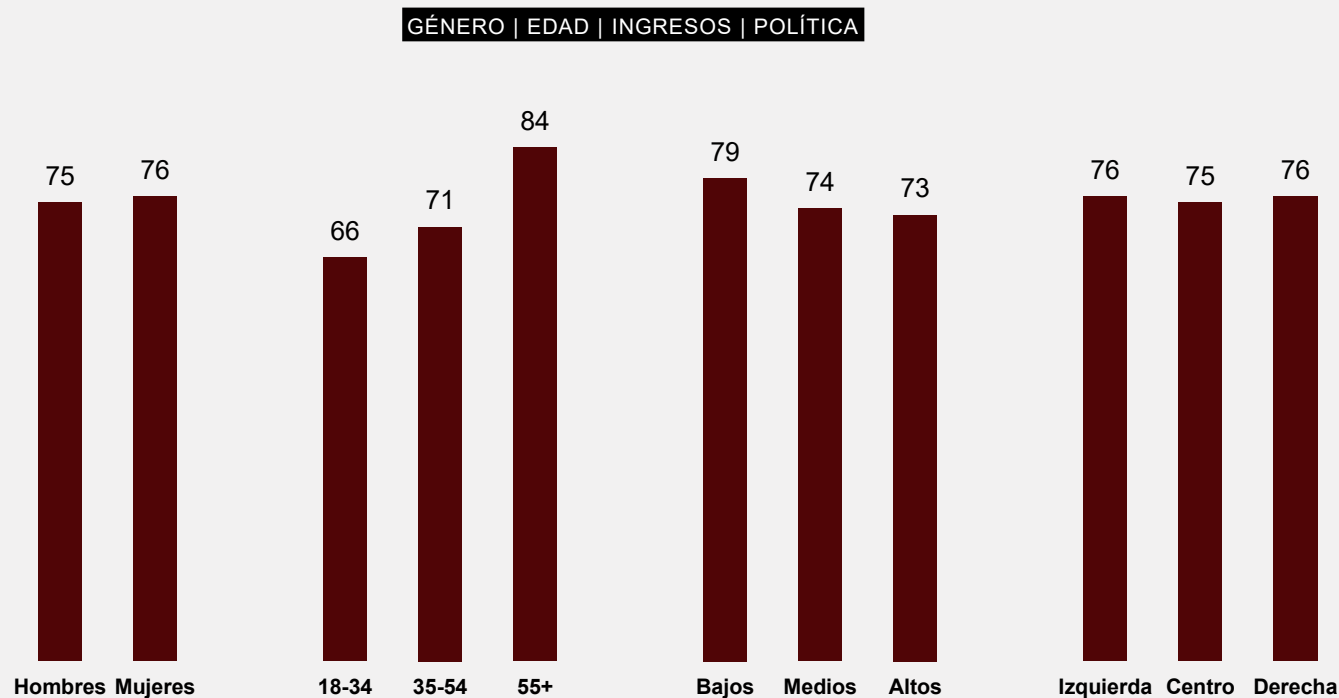
- Vive según **valores distintos** a los míos
- Ve los **hechos de forma diferente** y confía en **fuentes distintas** a las mías
- Quiere abordar los **problemas sociales de forma diferente** a mí
- Tiene una **cultura, un origen o un estilo de vida diferente** al mío

A la hora de confiar en esa persona, estoy:



En España la mentalidad insular impregna a la mayoría, en todos los grupos demográficos.

En España, en promedio, porcentaje que afirma



Cuando alguien:

- Vive según **valores distintos** a los míos
- Ve los **hechos de forma diferente** y confía en **fuentes distintas** a las mías
- Quiere abordar los **problemas sociales de forma diferente** a mí
- Tiene una **cultura, un origen o un estilo de vida diferente** al mío



Las diferencias sin gestionar afectan al lugar de trabajo y frenan la economía

En España, porcentaje que afirma

Conflicto en el lugar de trabajo

Preferiría **cambiarme de departamento** antes que reportar a un/a manager con valores diferentes a los míos (*entre empleados*)

38%

Pérdida de productividad

Si la persona líder de mi equipo de proyecto tuviera creencias políticas diferentes a las mías, **pondría menos esfuerzo en ayudarlo a tener éxito** (*entre empleados*)

28%

Nacionalismo

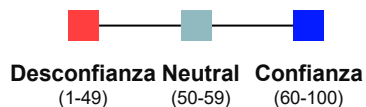
Apoyaría reducir el número de empresas extranjeras que operan en mi país, aunque eso significara precios más altos


26%

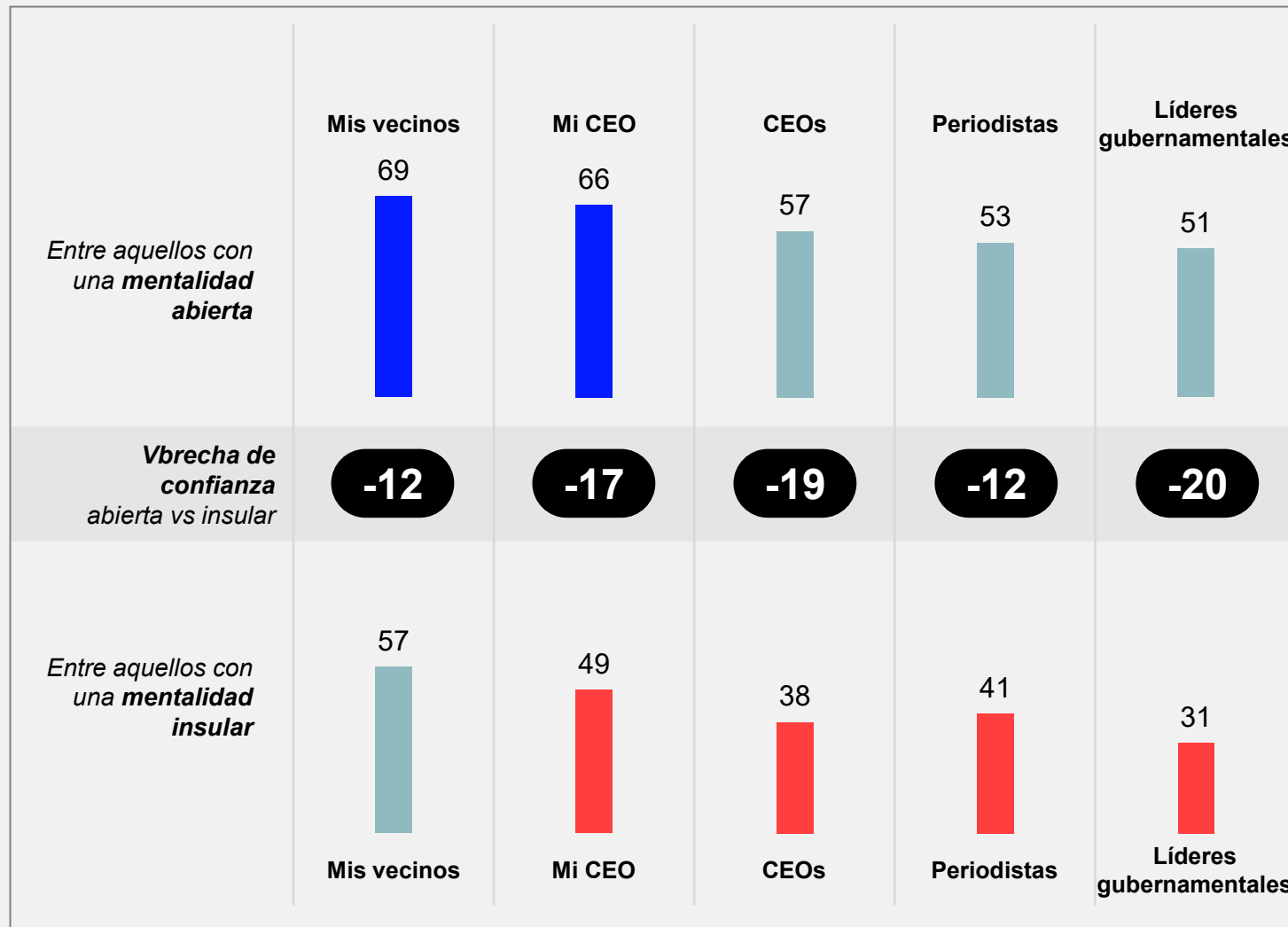


Con una mentalidad insular, se confía menos tanto en los líderes como en los pares

En España, porcentaje que confía



 **2026 Edelman Trust Barometer.** TRU_PEP. A continuación se presenta una lista de grupos de personas. Para cada uno, indique su grado de confianza en que ese grupo actúe correctamente. Escala de 9 puntos; las 4 casillas superiores representan la confianza. La pregunta «Mi CEO» se aplicó únicamente a los empleados de una organización (P43/1). Población general, España, entre aquellos con una mentalidad de confianza abierta y aquellos con una mentalidad de confianza cerrada. Para una explicación completa de cómo se crearon los segmentos de confianza cerrada, consulte el Apéndice técnico.



La mentalidad insular aumenta el descontento

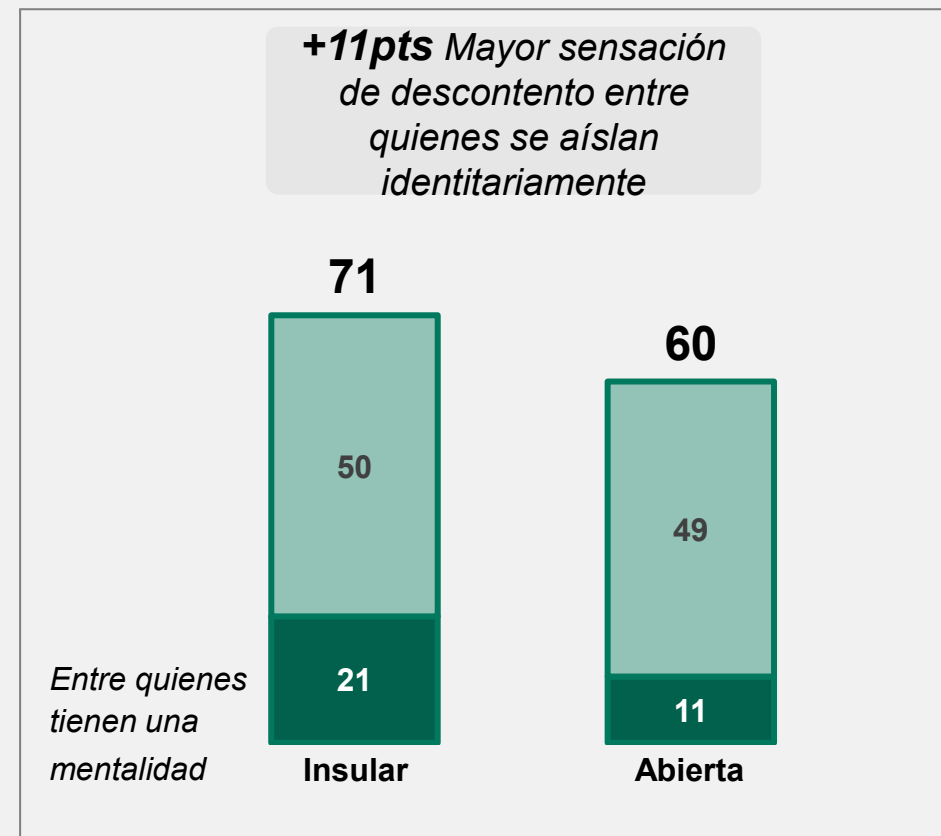
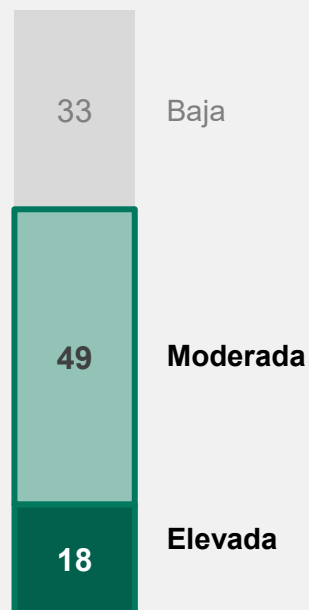
En España, porcentaje que afirma

Siento descontento porque:

- *Empresas y gobierno sirven a unos pocos*
- *Las acciones de empresas y gobierno me perjudican*
- *El sistema favorece a los ricos*
- *Los ricos se están haciendo más ricos*

Mi sensación de descontento es moderada o elevada

67%



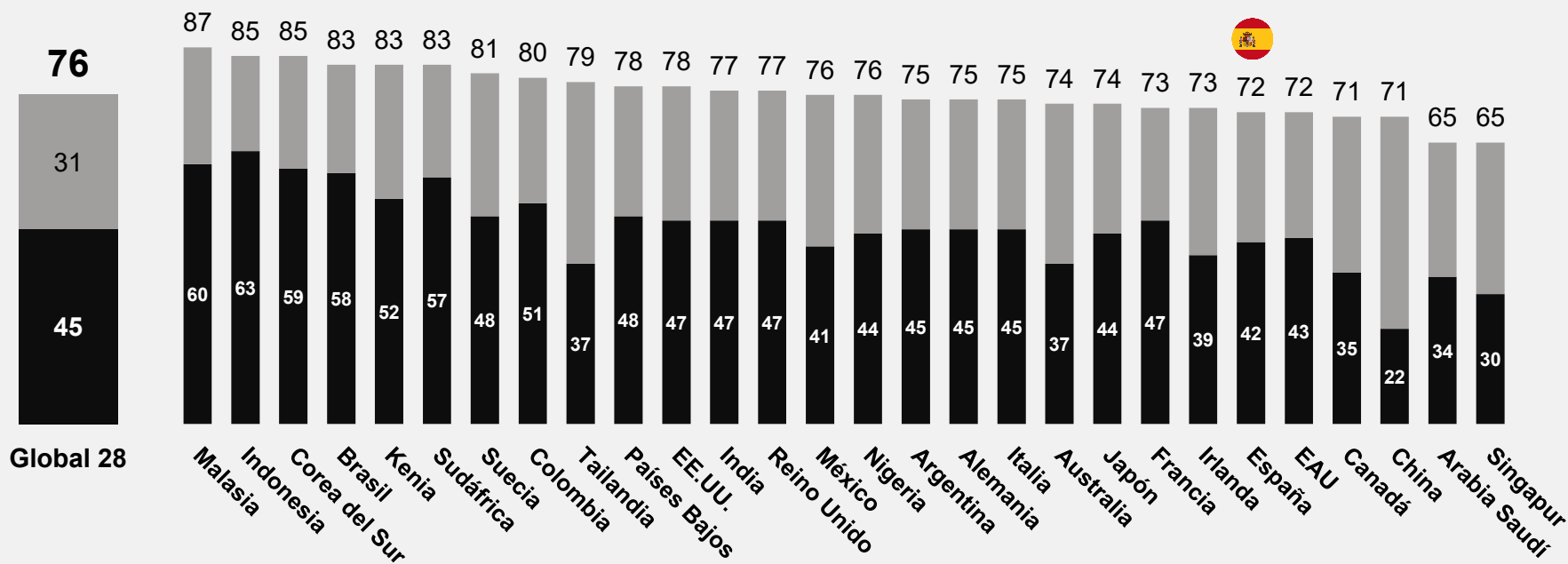
Consenso global: la insularidad es un problema que debe ser abordado

Porcentaje que afirma

GLOBAL 28

La gente en mi país desconfía tanto de quienes son diferentes que llega a intentar **activamente que las cosas vayan peor para los demás**

Esto es un problema moderado
 Esto es un problema grande o de nivel crisis



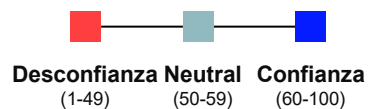
En España, 4 de cada 10 ven la insularidad como un problema grande o de nivel crisis


2026 Edelman Trust Barometer. DIS_PRB. ¿En qué medida crees que lo siguiente es un problema en tu país que debe abordarse? Las personas con creencias, experiencias, valores o ideas diferentes sobre cómo resolver problemas desconfían tanto unas de otras que intentan activamente empeorar las cosas para las demás. Escala de 5 puntos; código 3, problema moderado; códigos 4-5, problema grande o de nivel crisis. Pregunta realizada a una muestra parcial. Población general, promedio de 28 mercados. El porcentaje total de cada columna es la suma de “Esto es un problema grande o de nivel crisis” y “Esto es un problema moderado”.



Con una mentalidad insular, se desconfía de todas las instituciones si las lidera alguien diferente a mí

En España, porcentaje que afirma



 2026 Edelman Trust Barometer. DIV_INS_[1-4]. Si personas que [son diferentes a ti en sus valores, fuentes, enfoques para abordar problemas sociales o su origen] estuvieran a cargo de las decisiones y acciones de cada una de las siguientes instituciones, ¿en qué medida podrías confiar en esa institución? Escala de 9 puntos; top 4 (podría confiar). Población general, España, por segmentos de insularidad. Los datos mostrados son el porcentaje promedio de confianza en cada institución a través de las cuatro dimensiones de diferencia. Para una explicación completa de cómo se crearon los segmentos de insularidad, consulta el Apéndice Técnico.

¿Confiaría en esta institución si estuviera liderada por alguien distinto a mí en sus valores, fuentes, enfoques para abordar problemas sociales o su origen? (promedio)

	Empresas	ONGs	Medios	Gobierno
Entre quienes tienen una mentalidad abierta	60	56	54	48
Brecha de confianza, abierta vs. insular	-23	-24	-24	-21
Entre quienes tienen una mentalidad insular	37	32	30	27
	Empresas	ONGs	Medios	Gobierno



Cómo construir
confianza en
tiempos de
insularidad.
“Mediadores de
Confianza”



La mediación de la confianza empieza con el reconocimiento y la aceptación de las diferencias

Entre quienes ya confían en alguien diferente a ellos (22%), porcentaje que afirma

GLOBAL 28

La razón por la que actualmente confío en alguien distinto a mí en sus valores, fuentes, enfoques para abordar problemas sociales o su origen (promedio):

Apertura

Tienen la mente abierta y no intentan cambiarme	49
Son transparentes sobre en qué somos distintos	46

Experiencias positivas

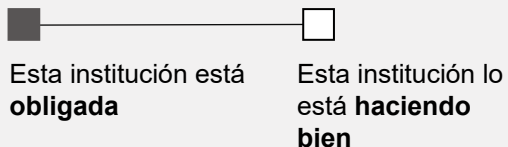
Me ayudaron en el pasado	24
Me defendieron cuando fui criticado	21



Se espera que todas las instituciones actúen como mediadores de la confianza, Los CEOs y los empleadores son los que están más cerca de lo que se espera de ellos

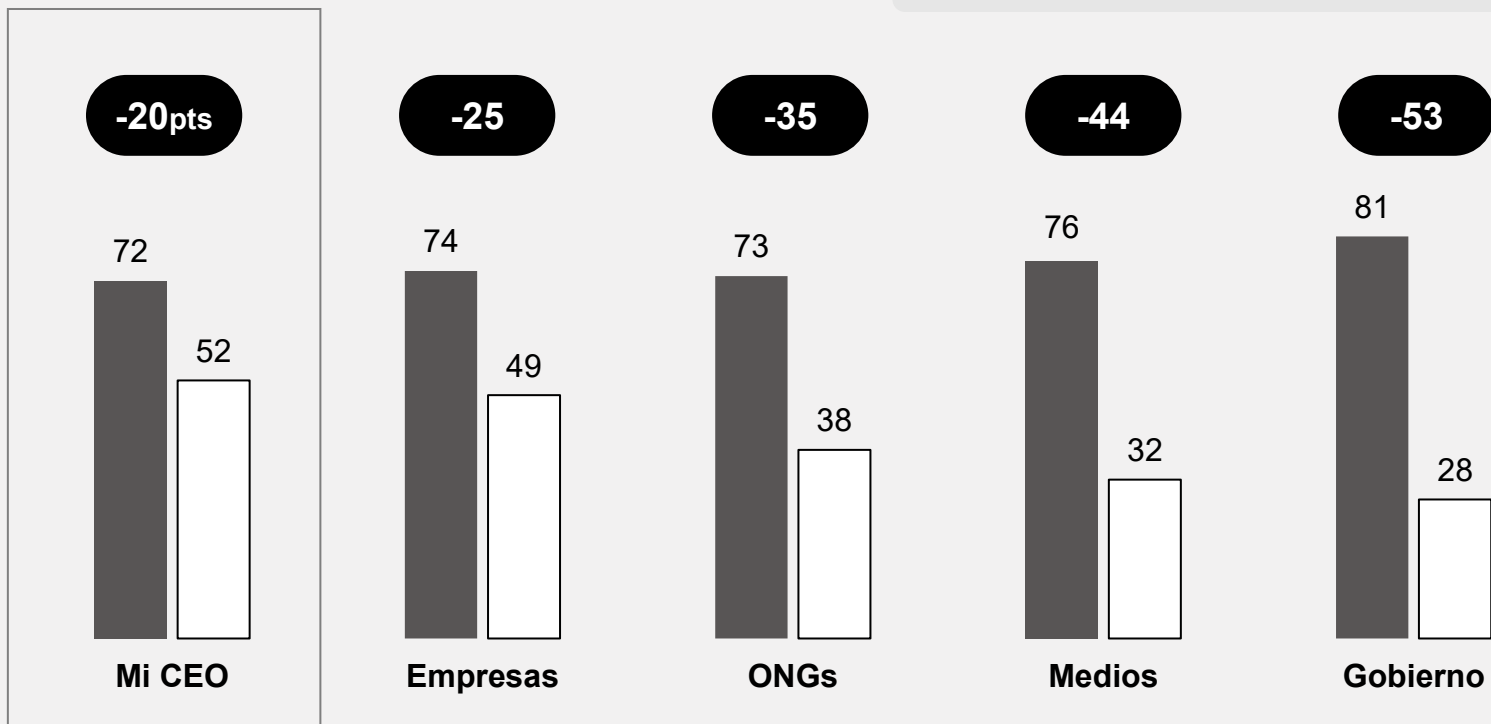
En España, porcentaje que afirma

Cuando se trata de tender puentes y facilitar la construcción de confianza entre grupos que desconfían entre sí...



Brecha, expectativa vs. desempeño

En España, la mayor expectativa de intermediación recae en el gobierno



2026 Edelman Trust Barometer. BRK_RSP. ¿Hasta qué punto sientes que cada una de las siguientes instituciones e individuos tiene la obligación de tender puentes activamente y facilitar la construcción de confianza entre grupos de personas que desconfían entre sí por tener valores distintos, hechos en los que se apoyan, orígenes diferentes o enfoques distintos para resolver los retos de la sociedad? Escala de 5 puntos; códigos 3-5, al menos algo obligada. BRK_PER. ¿Qué tan bien crees que lo está haciendo cada uno/a a la hora de tender puentes activamente y facilitar la construcción de confianza entre grupos de personas que desconfían entre sí por tener valores distintos, hechos en los que se apoyan, orígenes diferentes o enfoques distintos para resolver los retos de la sociedad? Escala de 5 puntos; códigos 4-5, lo está haciendo bien. Población general, España. Preguntas realizadas a una muestra parcial, y "Mi empleador" solo se preguntó a quienes son empleados/as de una organización (Q43/1).



Se espera que ONGs, gobierno y medios cumplan su papel como mediadores

En España, porcentaje que afirma

Estrategia eficaz para que cada institución facilite la construcción de confianza entre grupos opuestos:

ONGs: ayudar al entendimiento		Gobierno: predicar con el ejemplo		Medios: desescalar tensiones	
Ayudar a que los grupos que desconfían entre sí se comprendan mutuamente	79	Evitar una retórica que culpe a determinados grupos	80	Dedicar el mismo tiempo y cobertura a distintos puntos de vista sobre los grandes temas	78
Establecer programas locales de mediación comunitaria	78	Exigir a los políticos que mantengan un discurso cívico	78	Redactar titulares precisos en lugar de exagerados o que induzcan miedo	77



Las empresas también tienen un rol como mediadoras de la confianza

En España, porcentaje que afirma

Al responder a un tema social muy divisivo, una **empresa podría ganarse mi confianza** si...

Apoya la postura que es coherente con sus valores	30
Anima a la gente a cooperar para encontrar soluciones sin tomar partido	29
Apoya mi postura	16
No adopta ninguna postura pública sobre el tema	14



Y se espera que faciliten el acercamiento entre posturas en el lugar de trabajo

En España, porcentaje de personas empleadas que afirma

Estrategia eficaz para que Mi empleador facilite la construcción de confianza entre grupos opuestos:

	España	Ingresos bajos	Ingresos medios	Ingresos altos
Promover una identidad y una cultura compartidas para recordar a los empleados lo que les une, en lugar de lo que les divide	79	78	78	84
Ofrecer formación obligatoria para empleados sobre cómo mantener un diálogo constructivo en contextos de conflicto	78	78	77	80
Formar equipos que requieran que personas con valores diferentes trabajen juntas para conseguir sus objetivos	77	72	79	81



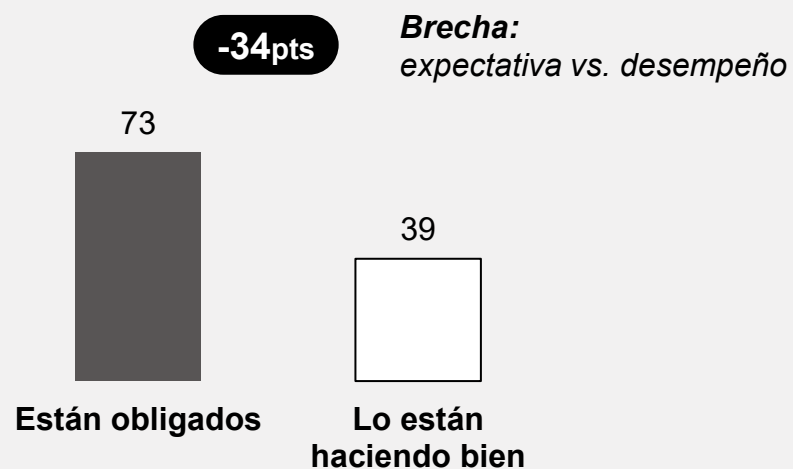
2026 Edelman Trust Barometer. EMP_BRK. Para cada una de las acciones del empleador que se enumeran a continuación, indica si crees que sería o no una estrategia eficaz para tender puentes activamente y facilitar la construcción de confianza entre grupos de personas que desconfían entre sí por tener valores distintos, hechos en los que se apoyan, orígenes diferentes o enfoques distintos para resolver los retos de la sociedad. Escala de 5 puntos; códigos 3-5, moderadamente eficaz o más. Pregunta realizada únicamente a quienes son empleados/as de una organización (Q43/1). Población general, España, y por nivel de ingresos.



CEOs: se espera que lideren con el ejemplo.

En España, porcentaje que afirma

Cuando se trata de **tender puentes y facilitar la construcción de confianza** entre grupos de personas que desconfían entre sí, los **CEOs...**



Esta sería una **estrategia eficaz para que los CEOs** faciliten la construcción de confianza entre grupos que desconfían:

Que se relacionen de forma constructiva con grupos que critican o desconfían de la empresa	75
Que garanticen que consultarán a personas con valores y orígenes diferentes al tomar decisiones empresariales	69



Restablecer la confianza en tiempos de insularidad

1

La insularidad frena el progreso

La incertidumbre, los miedos y el pesimismo han alimentado un repliegue hacia la seguridad y la certeza de la ideología cercana.

7 de cada 10 ve la insularidad como un problema que es necesario abordar.

2

Se espera que las empresas acerquen posturas y medien la confianza

Se espera que las empresas, Mi CEO y Mi Empleador faciliten la reconciliación de posturas y medien para restablecer la **confianza**, tendiendo puentes y escuchando sin intentar cambiar.

3

Mi empleador está muy bien posicionado para extender la mediación a toda la plantilla

Los empleadores están en la mejor posición para **intermediar la confianza mediante formaciones en resolución de conflictos y oportunidades para trabajar e interactuar con personas con valores diferentes.**

4

La comunicación adquiere un rol primordial como base del diálogo entre posturas

La comunicación desde cada institución, a través del fomento del diálogo, es **fundamental para restablecer la confianza en tiempos de insularidad y sacar a la sociedad de su repliegue identitario.**

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	+/- 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 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	+/- 3.7 pct pts. total sample	Age, Gender, Region
Italy	1,200	1,200		
Japan	1,200	1,202		
Kenya	1,200	1,206		
Malaysia	1,200	1,203		
Mexico	1,200	1,201		
Netherlands	1,200	1,201		
Nigeria	1,200	1,202		
Saudi Arabia	1,200	1,202		
Singapore	1,200	1,200		
S. Africa	1,200	1,201		
S. Korea	1,200	1,201		
Spain	1,200	1,201		
Sweden	1,200	1,201		
Thailand	1,200	1,201		
UAE	1,200	1,202		
UK	1,200	1,202		
U.S.	1,200	1,202		

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

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

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

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

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



2026 Edelman Trust Barometer: The Sample

Partial Sample Size and Margin of Error

To improve respondent experience and minimize the length of interview, several questions included in this report were only asked to a subset of the sample¹. 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.) <i>Statement below shown in bold on left side, bottom 5 box (codes 1-5)</i>	
	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.) <i>Statement below shown in bold on left side, bottom 5 box (codes 1-5)</i>	
	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.) <i>Agree, top 4 box (codes 6-9)</i>	
	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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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)
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 choose the one you think is more likely to become true.

Shortened text

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

Full text

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 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

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

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

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 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

Build teams that will require people with different values to work together to succeed

Full text

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. 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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