# 2026 Edelman Trust Barometer

## Trust Amid Insularity

Ireland Report

Edelman
Trust Institute

# 2026 Edelman Trust Barometer

METHODOLOGY

## Annual online survey in its 26th year

Fieldwork conducted: Oct 25 – Nov 16, 2025

**28**
**Countries**

**33,938**
**Respondents**

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

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

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

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

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

Margin of error for full general population 28-market global average: +/- 0.7 percentage points.
Margin of error for full general population country averages: +/- 3.3 to 3.7 percentage points (varies by country).
Margin of error is calculated at the 99% confidence level.

### Global averages

Unless otherwise indicated, global averages are composed of all 28 countries surveyed.

### Statistical significance

Significant change

Indicates a statistically meaningful difference or change in the data that is unlikely to be due to chance or a random fluctuation.

All indicated year-over-year significant changes were determined using a t-test set at a 99%+ confidence level.

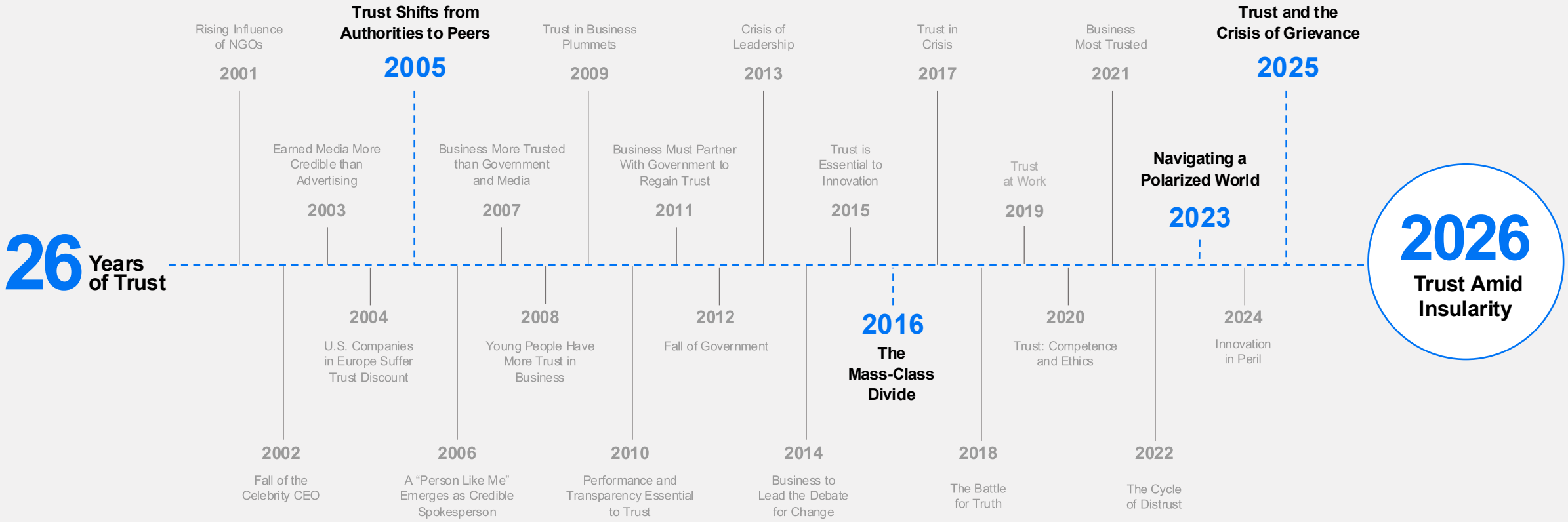
### Shortened question text

Throughout the report, question text has been edited for readability.

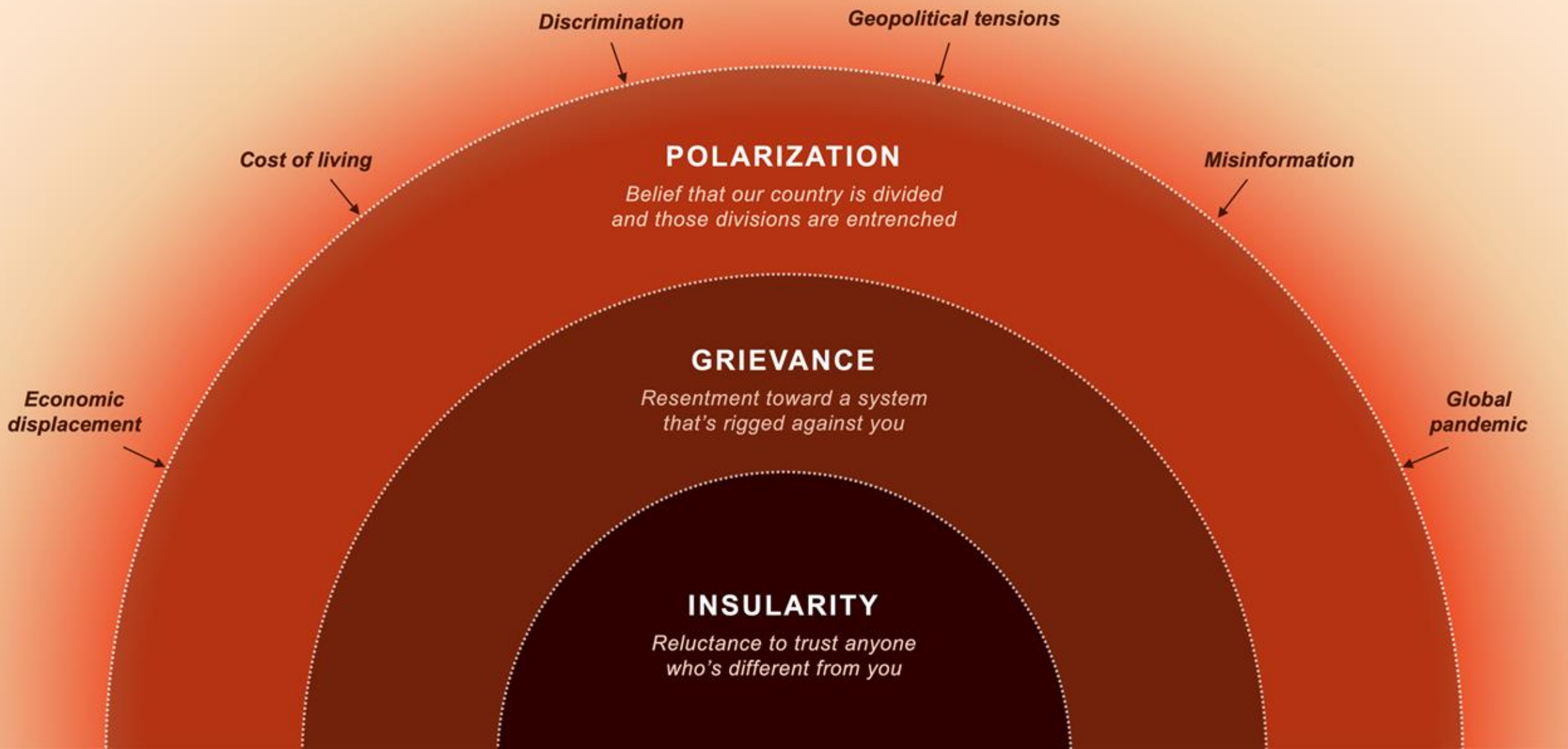
For more details on the margin of error, global averages, country-specific sample information, questions asked to partial sample, or to see the full text for any shortened statements, please see the Technical Appendix.

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

# Shared Reality Erodes Over 20 Years



# The Retreat Into Insularity



# Trust Grows in Developing Countries, Stagnates in Developed

## Trust Index

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

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

Significant change

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

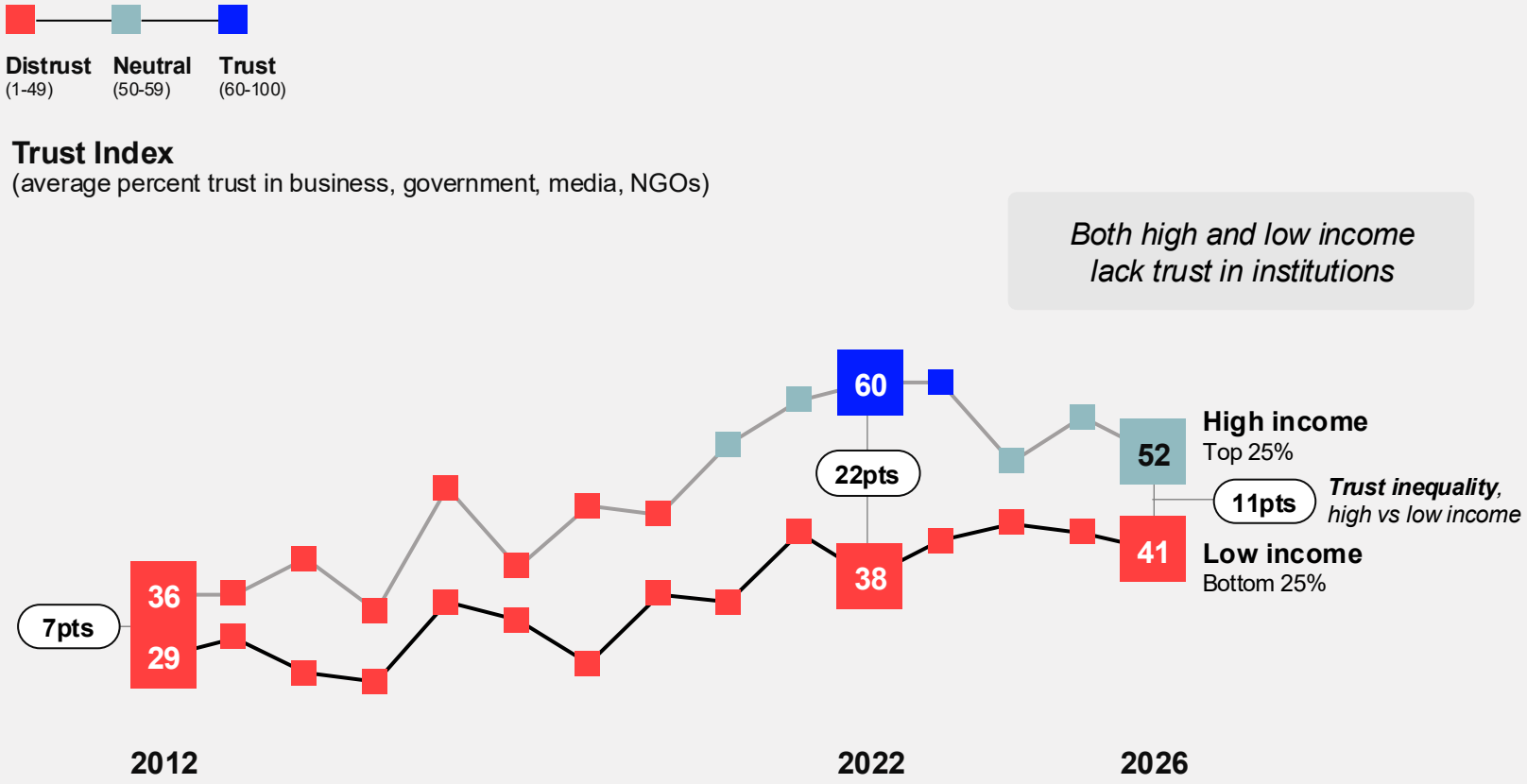
| 2026 General population | |
|---|---|
| 57 | **Global 28** |
| 80 | China |
| 80 | UAE |
| 74 | India |
| 73 | Indonesia |
| 73 | Saudi Arabia |
| 72 | Nigeria |
| 71 | Malaysia |
| 68 | Kenya |
| 65 | Thailand |
| 64 | Singapore |
| 58 | Netherlands |
| 57 | Mexico |
| 56 | Brazil |
| 54 | Australia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

| 2026 | | |
|---|---|---|
| **Developing** countries | 66 | +3 |
| **Developed** countries | 49 | +1 |

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

# In Ireland, Despite Reduction, Income-Based Trust Gap Still Greater Than Recession Era

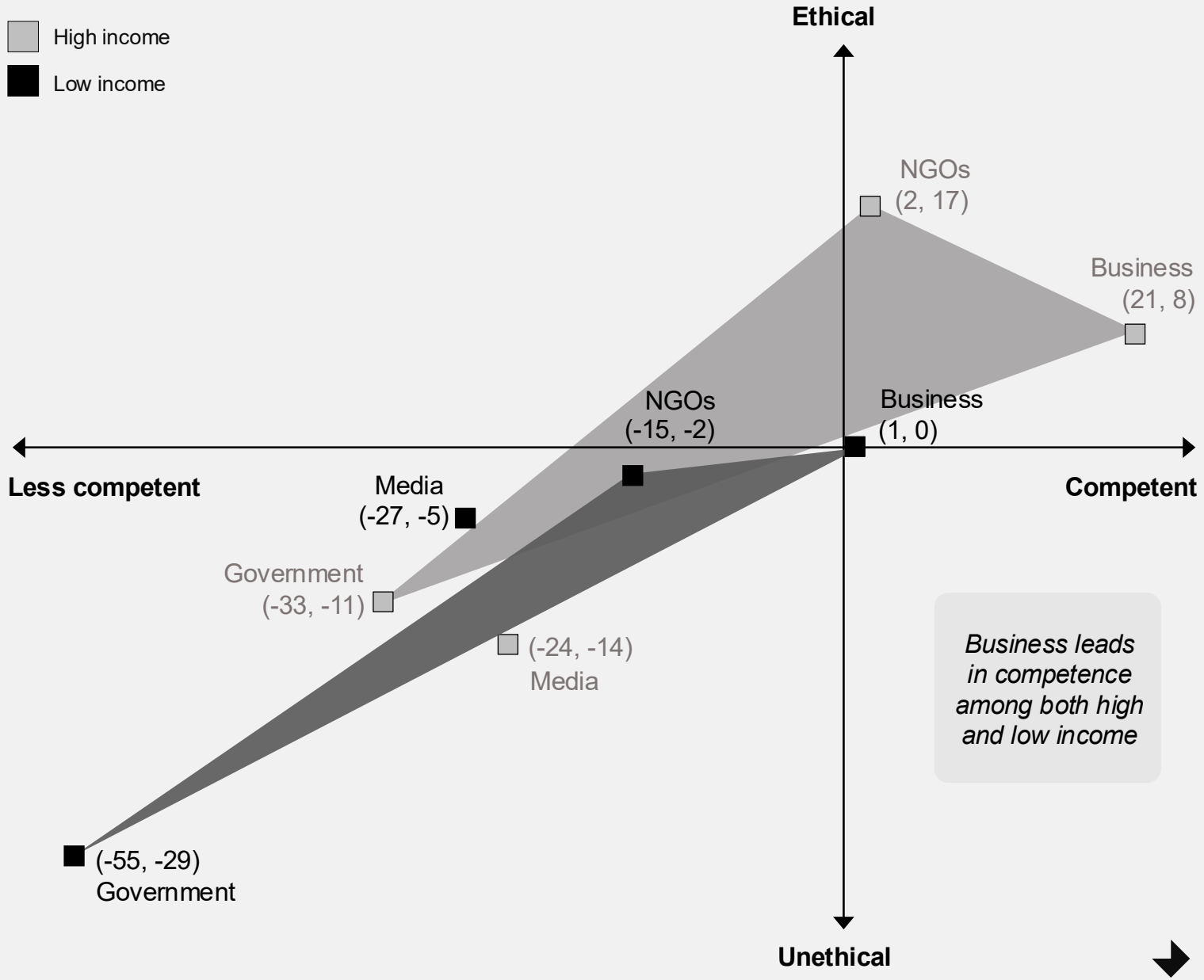
Trust Index in Ireland




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

# In Ireland, High and Low Income Live In Opposing Institutional Realities

(Competence score, net ethical score)




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

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

# As Fears Rise, Trust Goes Local

# Few Believe Next Generation Will Be Better Off

Percent who say

GLOBAL 28 ⊖—0—⊕ ○ Significant change

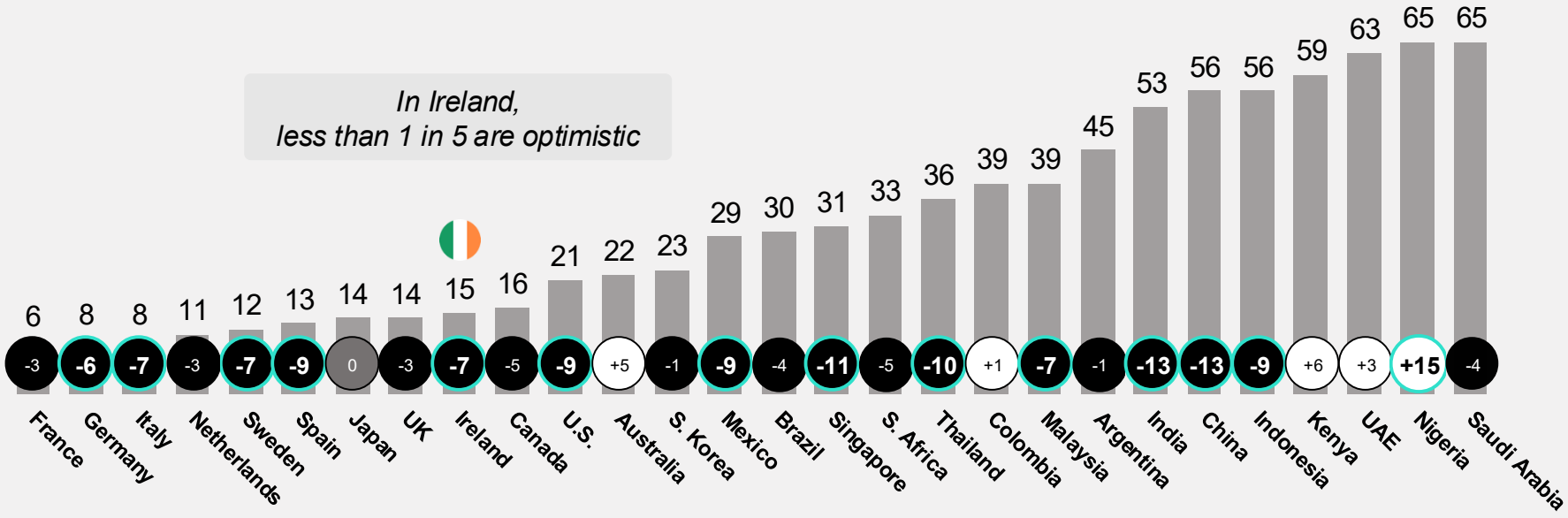
Compared to today,
the **next generation will be better off**

***ONLY***

**32%**

**-4 pts**
Change, 2025 to 2026

*In Ireland, less than 1 in 5 are optimistic*



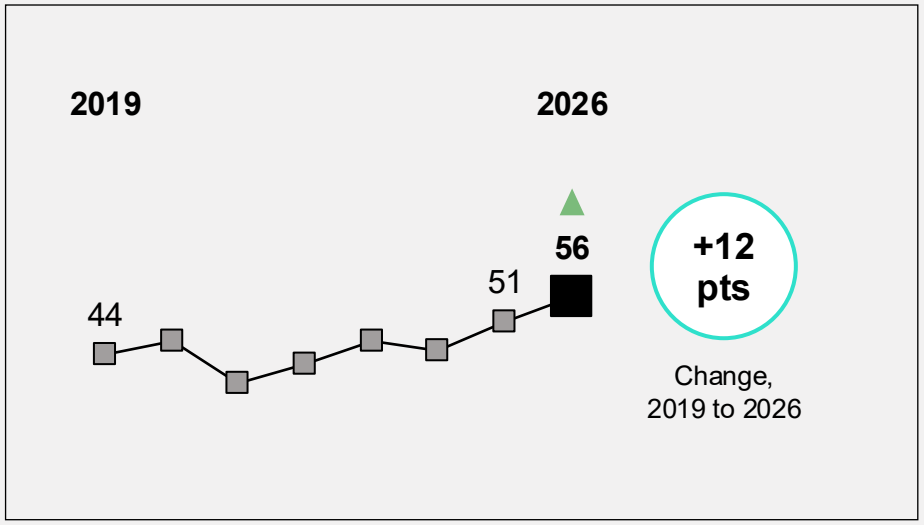

**2026 Edelman Trust Barometer.** BET_FUT. How do you think the state of things in your country will be for the next generation compared to how things are in your country today? 5-point scale; top 2 box, better. Question asked to partial sample. General population, 28-mkt avg. Year-over-year changes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

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

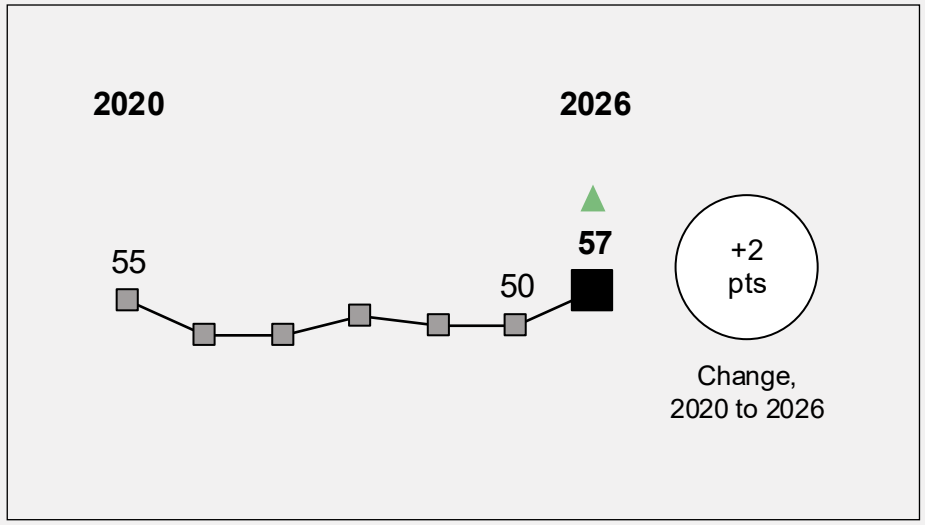
In Ireland, percent of employees who say

Significant change  All-time highs and lows

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




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




**2026 Edelman Trust Barometer.** POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Question asked to partial sample, and these attributes were only asked to those who are employees of an organization (Q43/1). General population, Ireland. 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

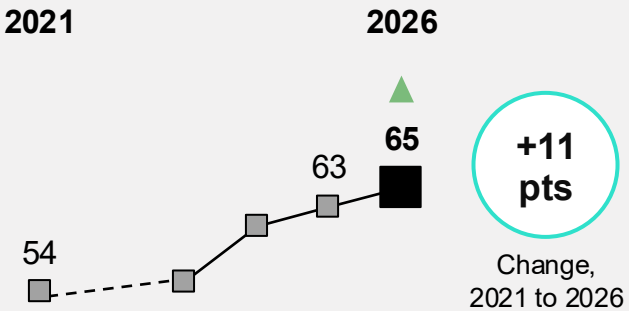
Percent who say

GLOBAL 26

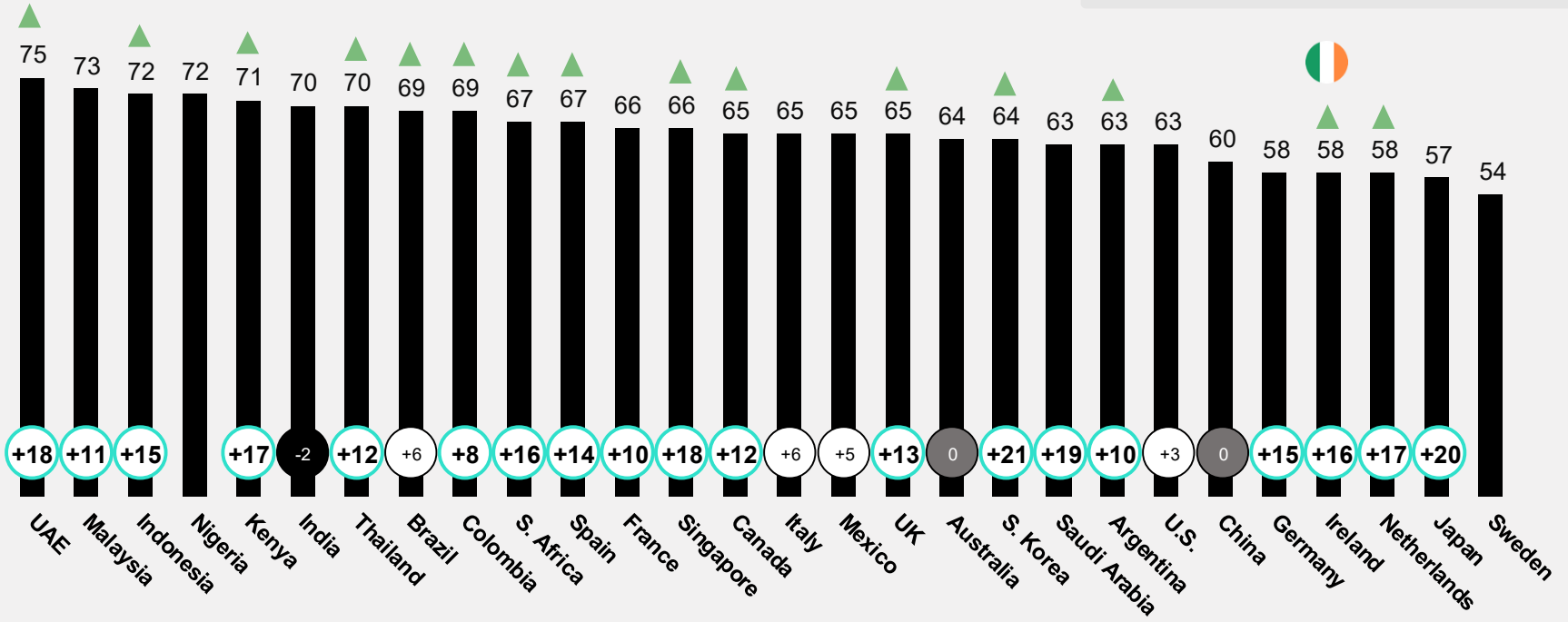
Significant change

All-time highs and lows

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




*In Ireland, nearly 6 in 10 worry*




**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

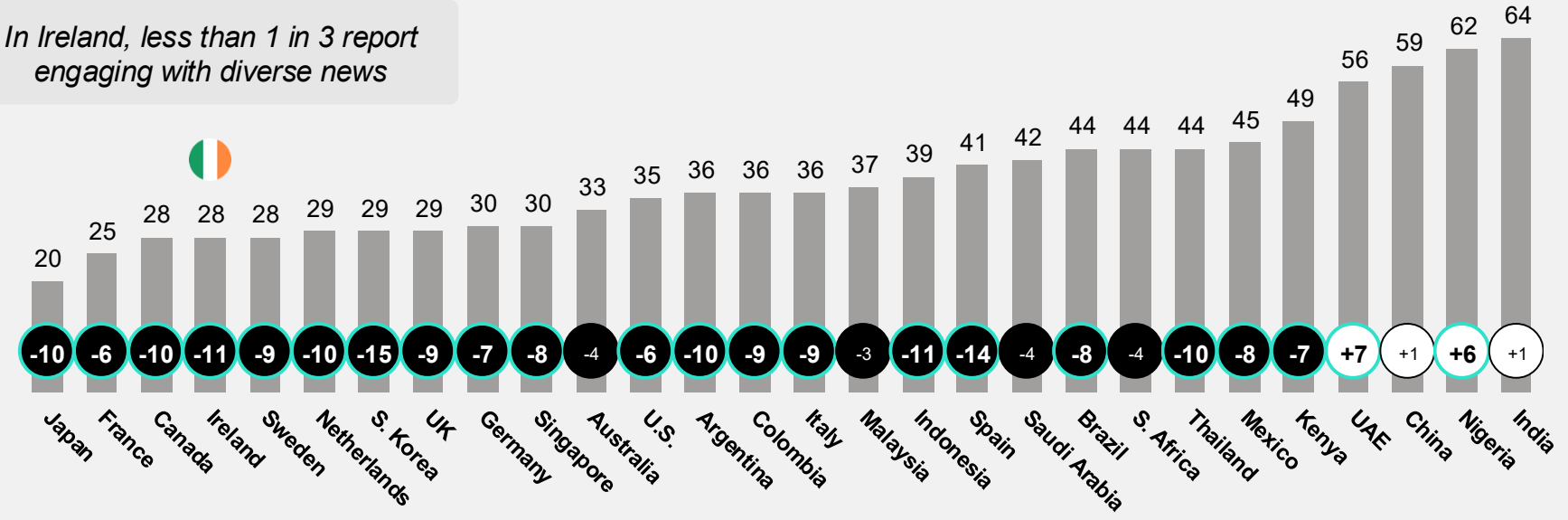
GLOBAL 28 ⊖—0—⊕ ○ Significant change

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

*In Ireland, less than 1 in 3 report engaging with diverse news*

**39%**

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




**2026 Edelman Trust Barometer.** MED_SEG_OFT. How often do you engage in the following activities related to news and information? 7-point scale; codes 4-7, weekly or more. Question asked to partial sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

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

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

**GLOBAL 27** excl. China

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

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

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

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

# Insularity Stops Progress

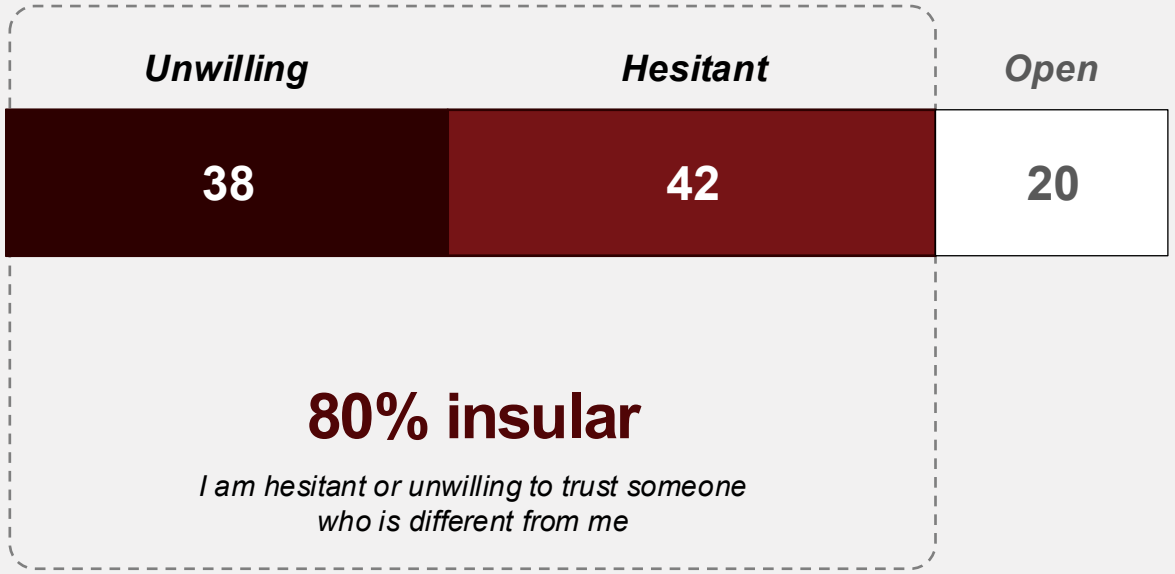
# In Ireland, 8 in 10 Have an Insular Mindset

In Ireland, 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 …**



# Unmitigated Differences Stall Economic Growth

In Ireland, percent who say

## Workplace Conflict

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

**30%**

## Loss of Productivity

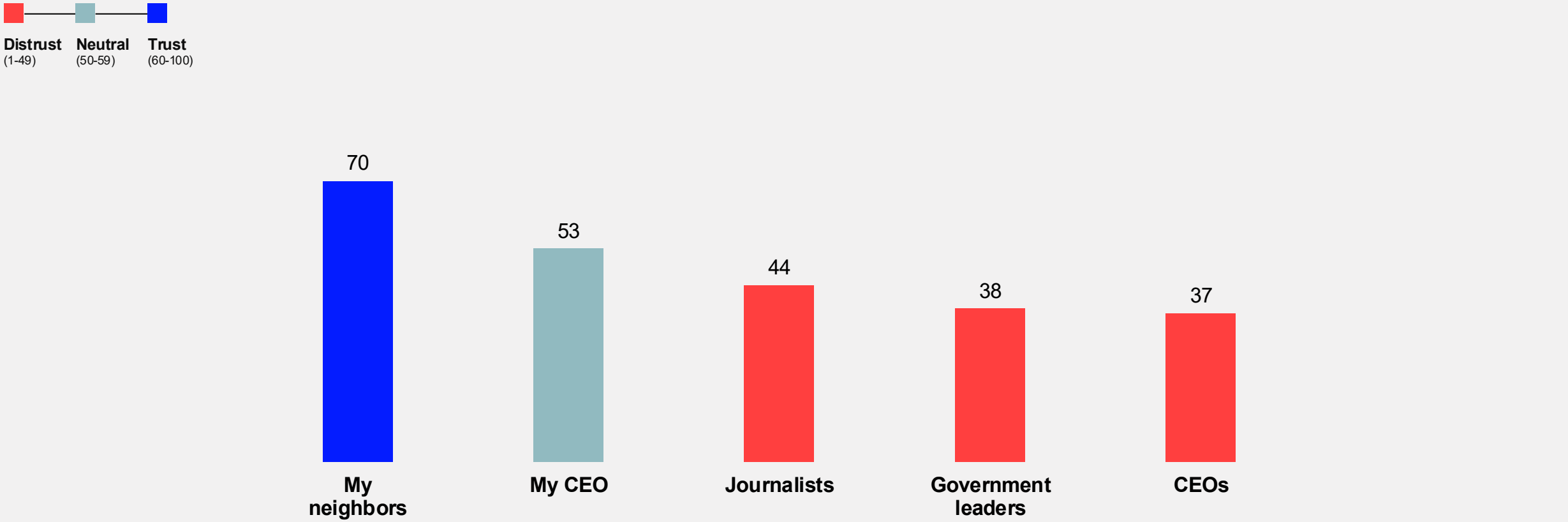
If my project team leader had different political beliefs than me, I would **put less effort into helping them succeed** *(among employees)*

**23%**

**2026 Edelman Trust Barometer.** CIR_KPI. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, Ireland. Question asked to partial sample, and "Workplace Conflict" and "Loss of Productivity" attributes only asked to those who are employees of an organization (Q43/1).

# With Insular Trust Mindset, My Neighbors Trusted and Institutional Leaders Distrusted

Among those with an **insular trust mindset** (80%) in Ireland, 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, Ireland, 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, Grievance More Likely

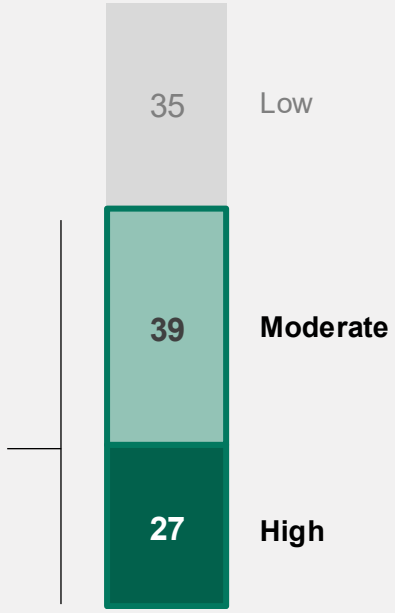
In Ireland, percent who say

**I hold a sense of grievance because:**

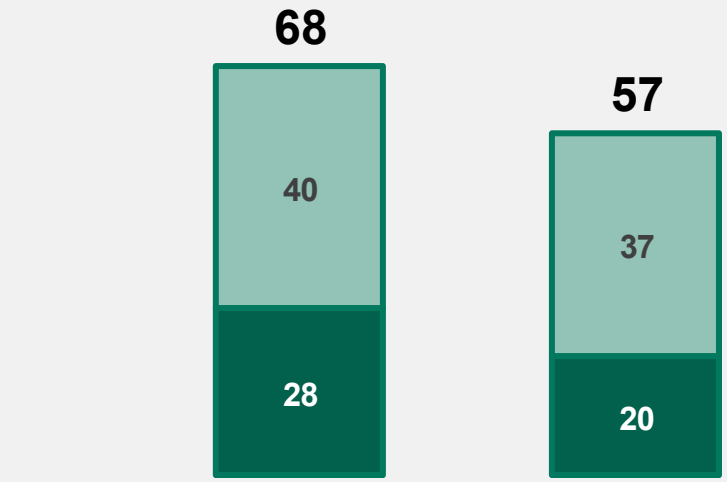
- *Business and government serve select few*
- *Business and government actions hurt me*
- *The system favors the rich*
- *The rich are getting richer*

**My sense of grievance is moderate or higher**

**66%**




***+11pts** greater sense of grievance among insular*

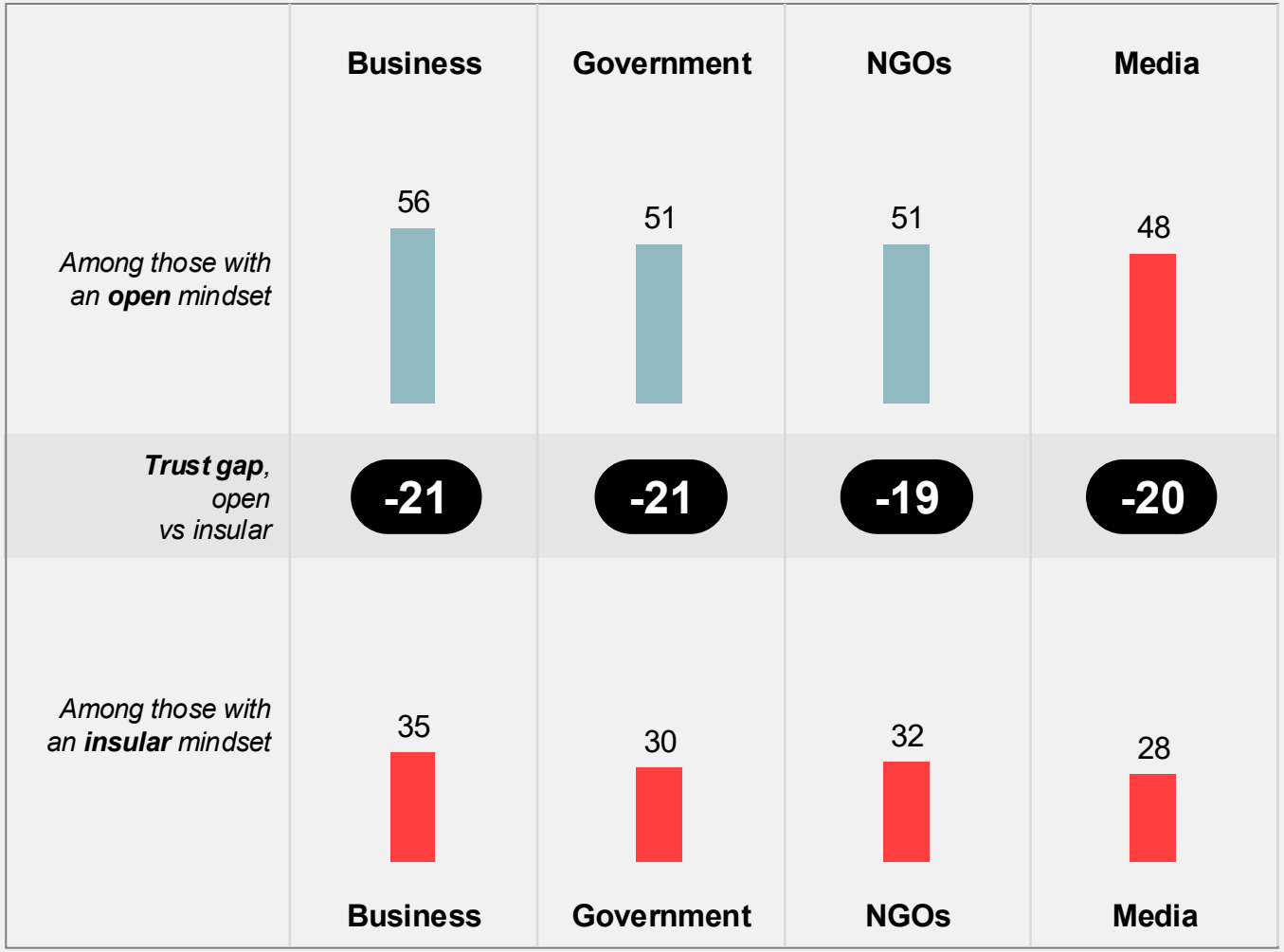



**2026 Edelman Trust Barometer.** Sense of Grievance scale. General population, Ireland, and by insularity segments. For a full explanation of how the Sense ofGrievance scale was developed or how the insularity segments were created, please see the Technical Appendix.

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

In Ireland, 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)



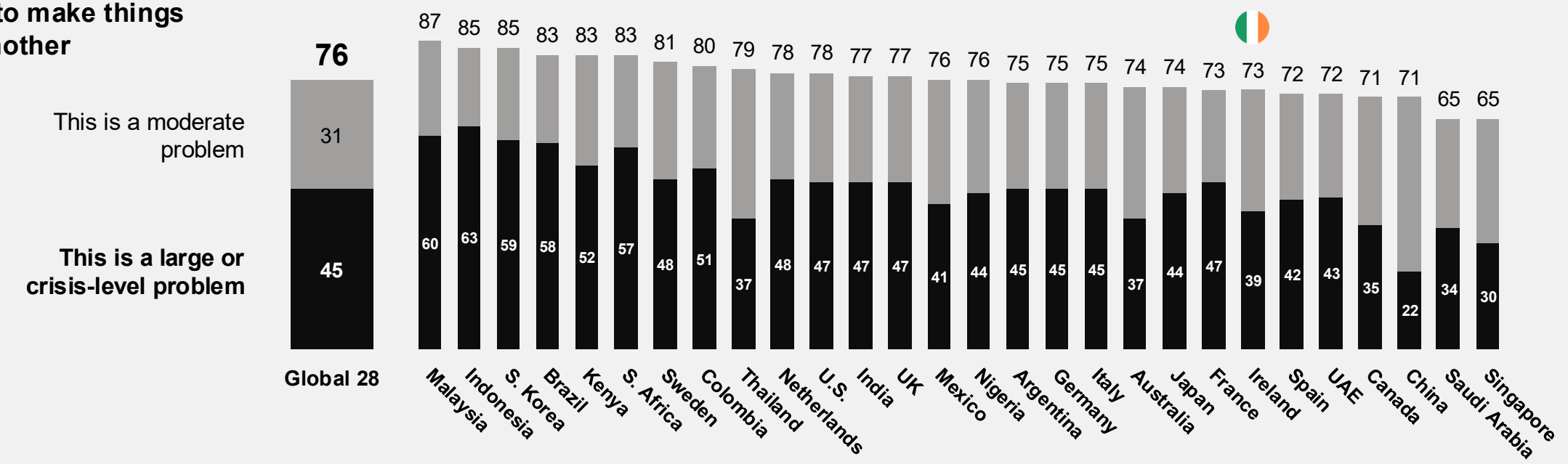
**2026 Edelman Trust Barometer.** DIV_INS_[1-4]. If people who [are different than you in their values, sources, approaches to societal problems, or their backgrounds] were in charge of the decisions and actions of each of the following institutions, to what degree could you trust that institution? 9-point scale; top 4 box, could trust. General population, Ireland, 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**




**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."

# Trust Brokering: The Response to Insularity

# Trust Brokering

## What

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

## How

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

## Who

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

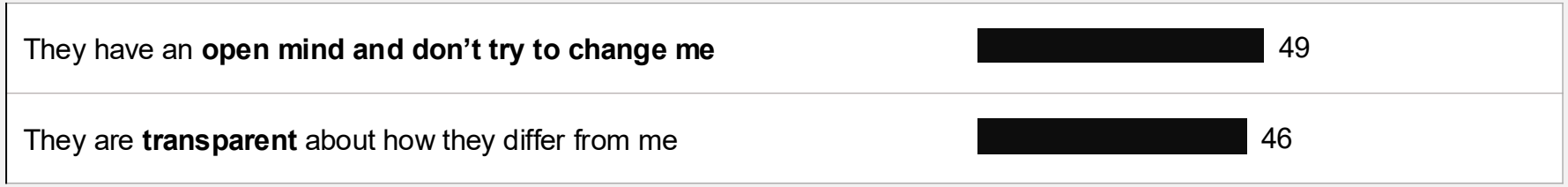
# Trust Brokering Begins With Acknowledgment and Acceptance of Differences

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

GLOBAL 28

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

***Openness***




***Positive experiences***

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

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

In Ireland, percent who say

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

| | |
|---|---|
| **Encouraging people to cooperate** on finding solutions without taking a side | 37 |
| **Supporting the position that is true to its values** | 24 |
| **Not taking any public position** on the issue | 17 |
| **Supporting my position** | 11 |

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

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

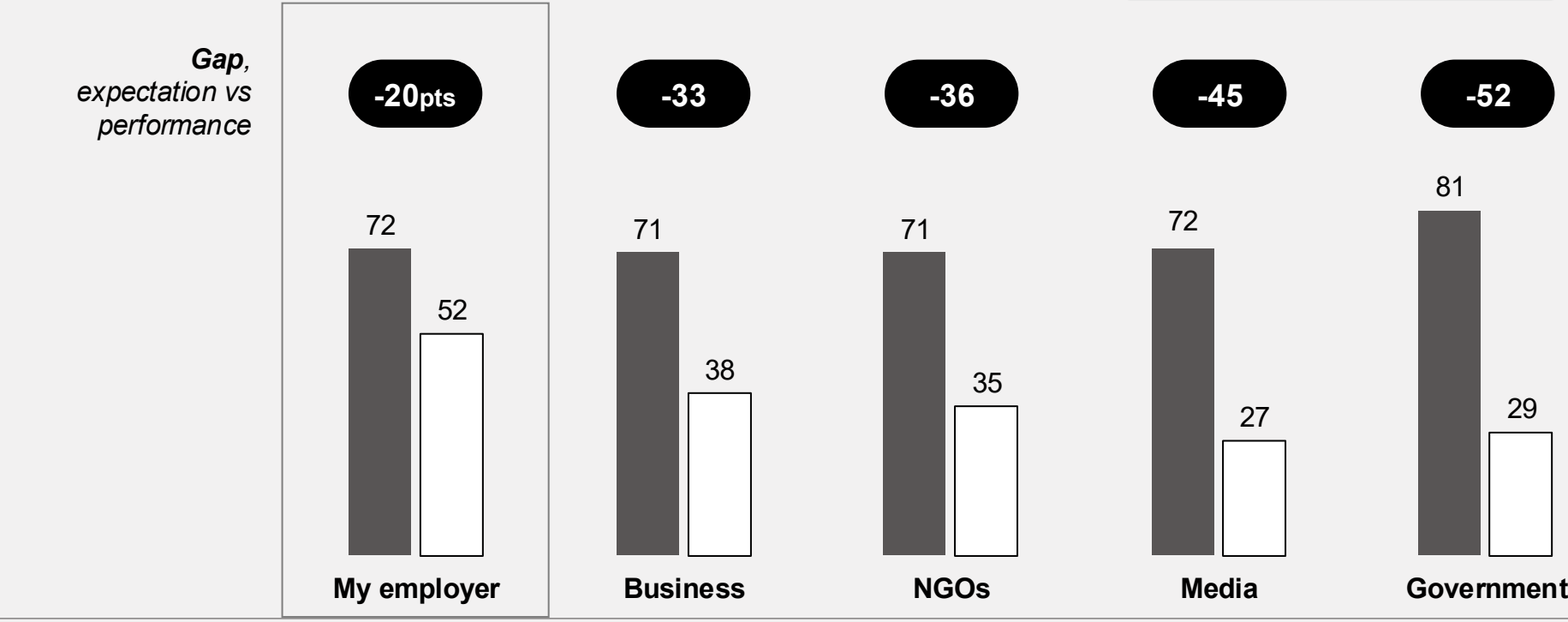
In Ireland, percent who say

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

This institution is **obligated**

This institution is **doing well**

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

# Playbook for Trust Brokering in Ireland

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

In Ireland, percent who say

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

| NGOs: Translate Between Groups | |
|---|---|
| Help distrusting groups **understand each other** | **77** |

| Government: Set the Right Tone | |
|---|---|
| **Avoid rhetoric that blames or vilifies** particular groups | **80** |

| Media: De-Escalate Tensions | |
|---|---|
| **Write accurate headlines** instead of exaggerated or fear-inducing ones | **82** |

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

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

In Ireland, percent who say

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

| NGOs: Translate Between Groups | |
|---|---|
| Help distrusting groups **understand each other** | **77** |
| Establish **local community mediation programs** | **75** |

| Government: Set the Right Tone | |
|---|---|
| **Avoid rhetoric that blames or vilifies** particular groups | **80** |
| Require politicians to engage in **civil discourse** | **78** |

| Media: De-Escalate Tensions | |
|---|---|
| Dedicate **equal time and coverage to different viewpoints** on big issues | **84** |
| **Write accurate headlines** instead of exaggerated or fear-inducing ones | **82** |

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

# Business: Showcase Best Practices for Trust Brokering

In Ireland, percent who say

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

| | Ireland | Low income | Middle income | High income |
|---|---|---|---|---|
| Bring employees into the workplace to **interact with people who are different** than them | **72** | **63** | **76** | **79** |
| **Partner with unexpected organizations** to initiate cross-cultural or cross-political conversations | **63** | **58** | **68** | **65** |

*Majority consensus across income levels*

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

# Employers: Scale Trust Brokering Across the Workforce

In Ireland, percent of employees who say

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

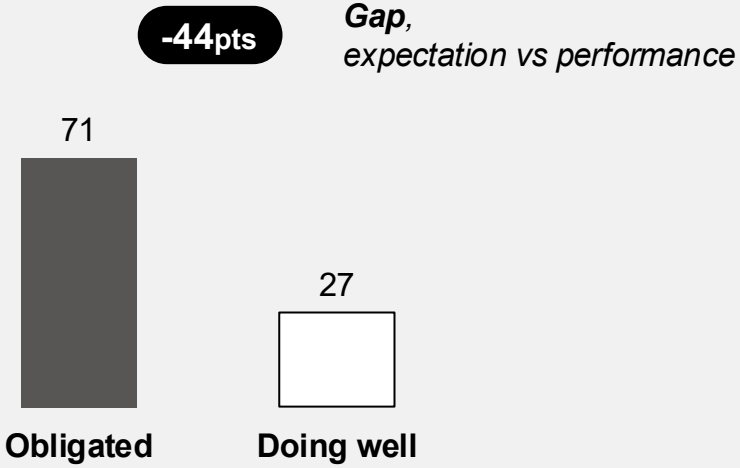
| | Ireland | Low income | Middle income | High income |
|---|---|---|---|---|
| **Promote a shared identity and culture** so that employees are reminded of what unites them rather than divides them | 79 | 76 | 80 | 79 |
| Build teams that will require **people with different values** to work together to succeed | 78 | 75 | 78 | 82 |
| Provide mandatory employee training for engaging in **constructive dialogue amid conflict** | 76 | 78 | 75 | 78 |

**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, Ireland, and by income.

# CEOs: Lead By Example

In Ireland, percent who say

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




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

| | |
|---|---|
| **Ensure CEOs consult people with different values and backgrounds** when making business decisions | 74 |
| **Have CEOs constructively engage with groups** who criticize or distrust the company | 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 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, Ireland. Questions asked to partial sample.

# Social Media: Leverage Established Relationships to Boost Institutional Trust

Percent who say

GLOBAL 28

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

**2026 Edelman Trust Barometer.** VOU_2. If a person you follow online who gives advice about money, finances, and budgeting were to share their personal belief that a major financial services company that you distrust is trustworthy, which of the following is most likely to happen? Question asked to those who trust a financial influencer they follow (TRU_PEP_SEC/r2=C6-9). "I would still trust this person and I would trust or consider trusting the company" is a net of codes 3-5. VOU_4. If the person you follow online who gives advice about food, nutrition, and lifestyle were to share their personal belief with you that a major food company that you distrust is trustworthy, which of the following is most likely to happen? Question asked to those who trust a food and lifestyle influencer they follow (TRU_PEP_SEC/r4=C6-9). "I would still trust this person and I would trust or consider trusting the company" is a net of codes 3-5. General population, 28-mkt avg.

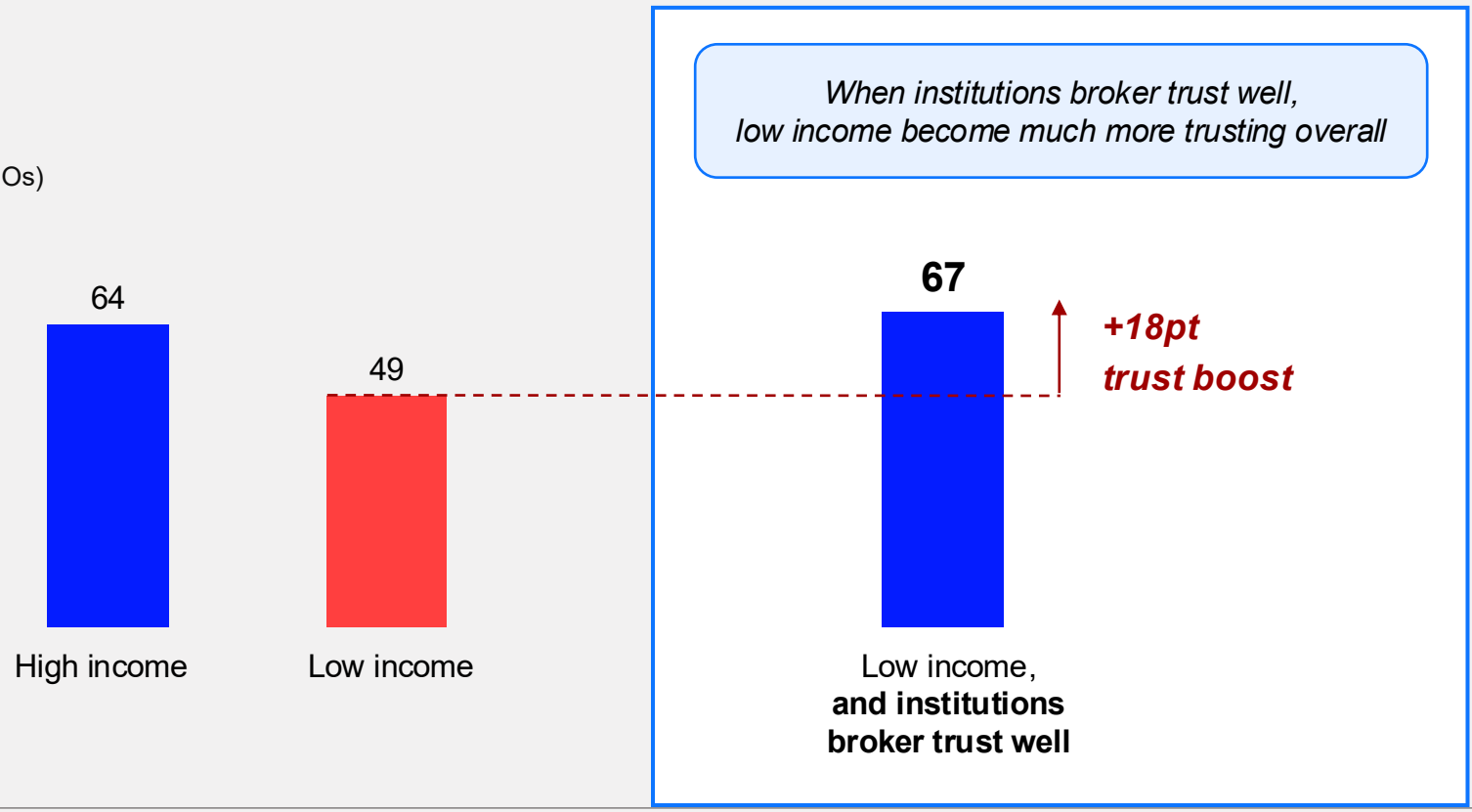
# Successful Trust Brokering Can Help Close the Income-Based Trust Gap

Trust Index

**GLOBAL 27** excl. China

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

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




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

# Brokering Trust in the Age of Insularity

1

## Pervasive insularity stalls progress

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

2

## Business must address insularity

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

3

## Trust brokering is a strategy and skillset

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

4

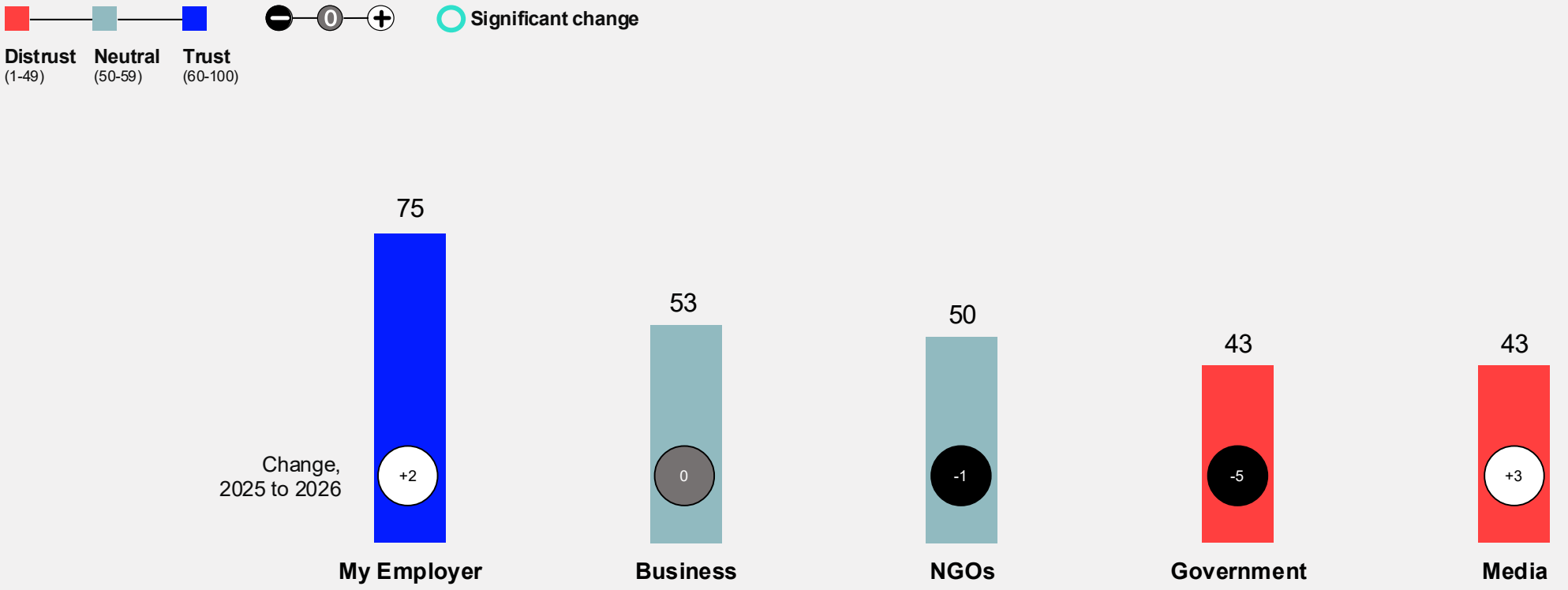
## Employers positioned to scale trust brokering

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

# Supplemental Data Appendix

# In Ireland, Only My Employer Trusted

In Ireland, percent trust



# My Employer Trusted in 27 of 28 Countries Measured

Percent of employees who say

GLOBAL 28

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

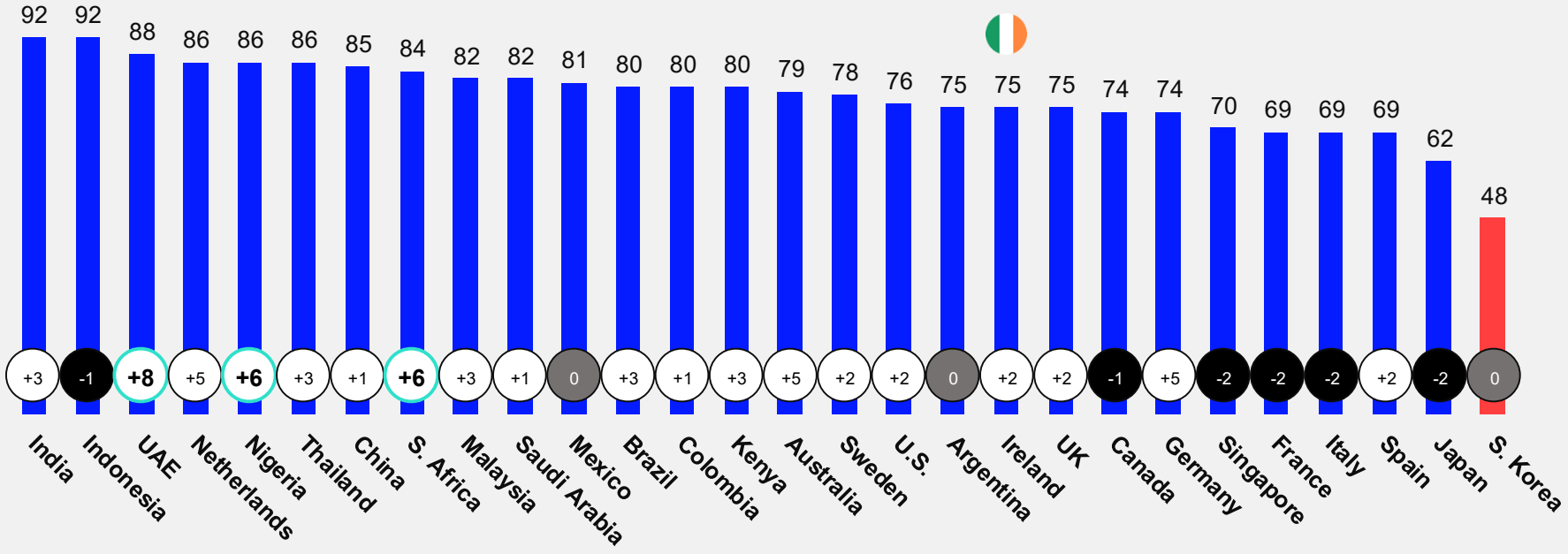
Significant change

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

**78**

**+2 pts**

Change, 2025 to 2026




**2026 Edelman Trust Barometer.** TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Attribute only asked to those who are employees of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

# Business Trusted in 15 of 28 Countries Measured

Percent who say

GLOBAL 28

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

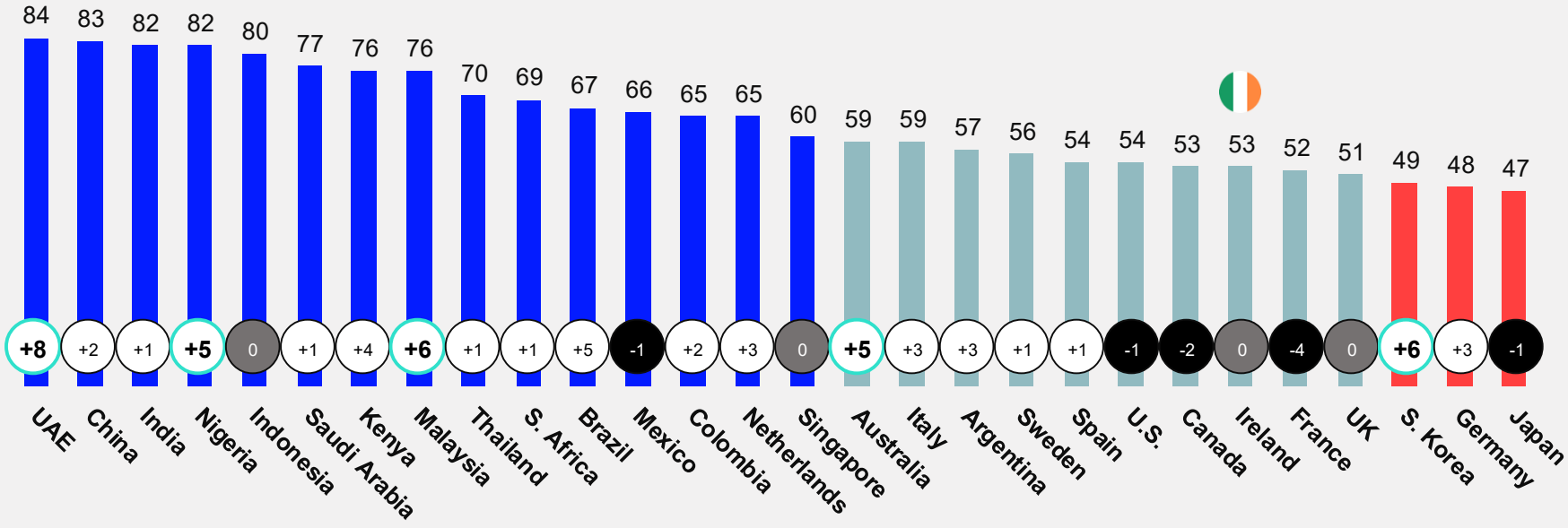
Significant change

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

**64**

**+2 pts**

Change, 2025 to 2026




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

# NGOs Trusted in 12 of 28 Countries Measured

Percent who say

GLOBAL 28

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

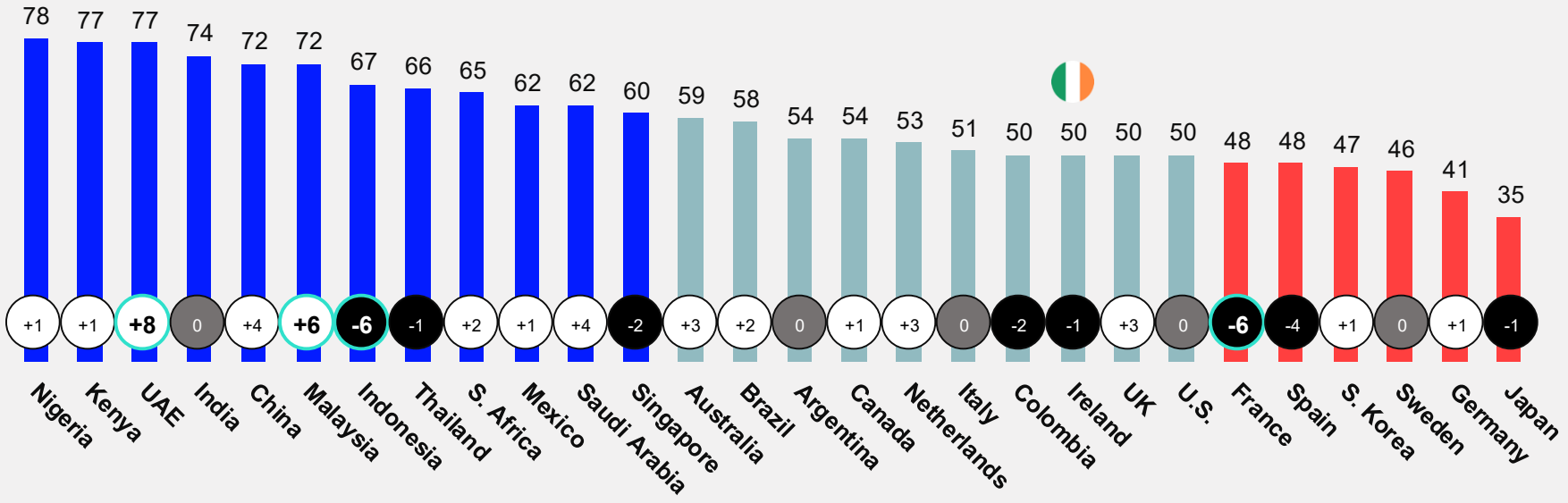
Significant change

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

**58**

0 pts

Change, 2025 to 2026




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

# Media Distrusted in 13 of 28 Countries Measured

Percent who say

GLOBAL 28

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

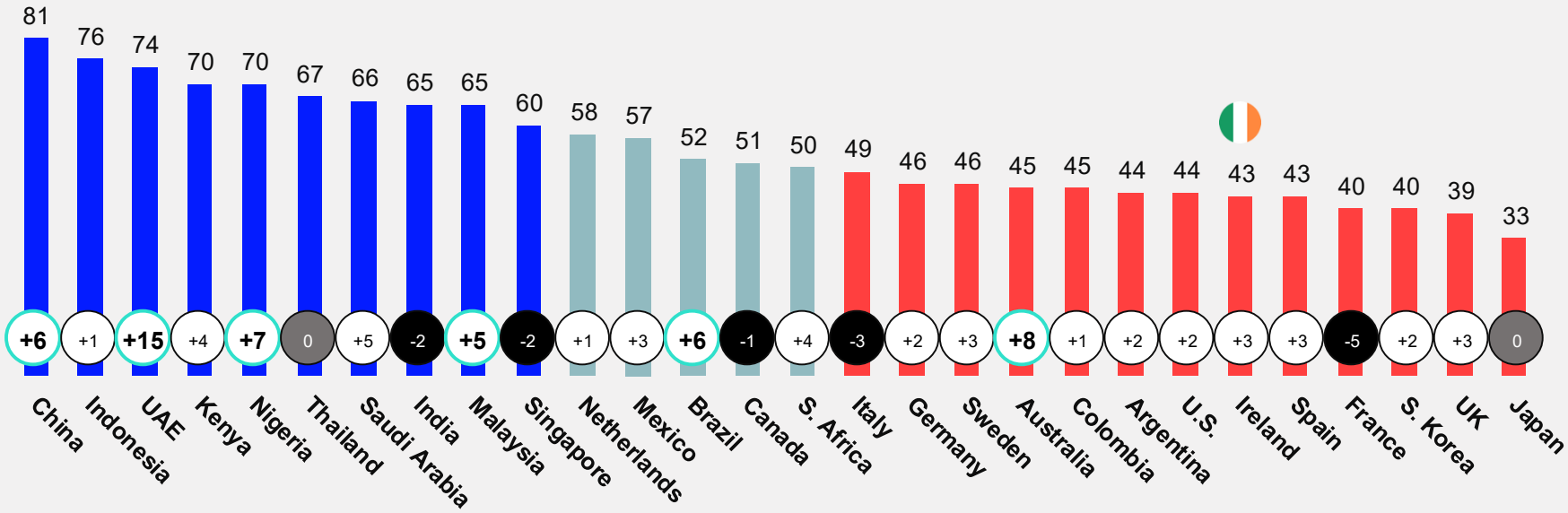
Significant change

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

**54**

**+2 pts**

Change, 2025 to 2026




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

# Government Distrusted in 14 of 28 Countries Measured

Percent who say

GLOBAL 28

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

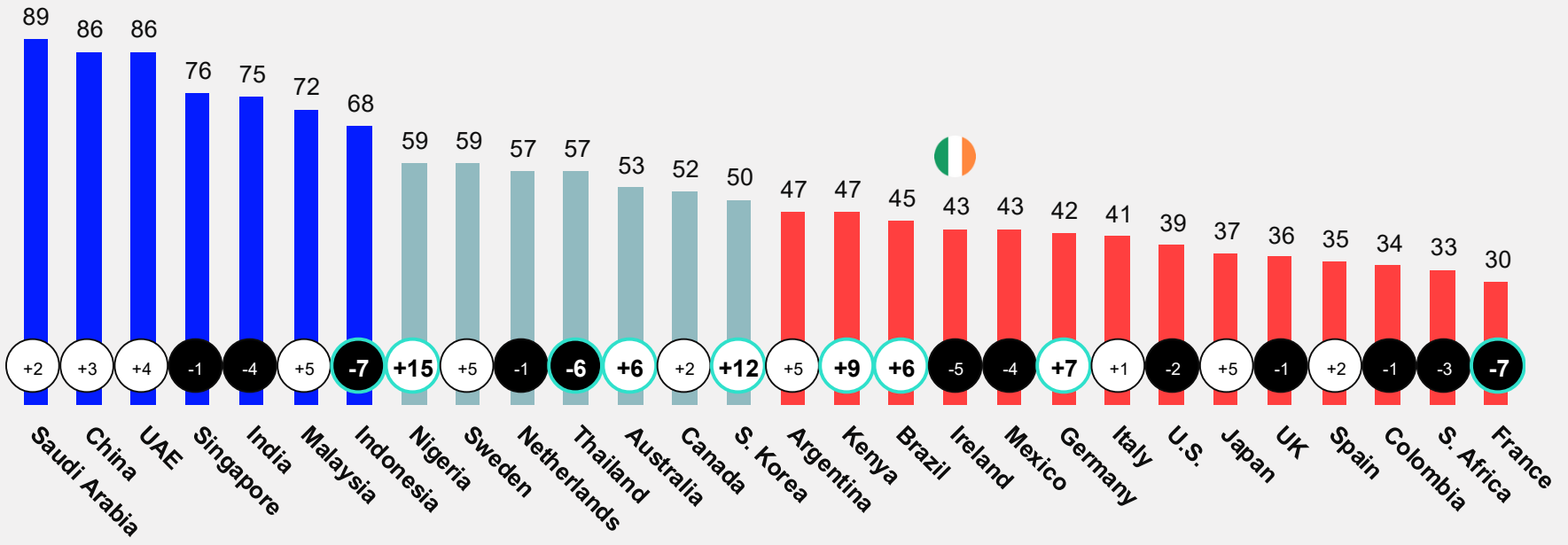
Significant change

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

**53**

**+1 pt**

Change, 2025 to 2026




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

# High and Low Income Have Different Trust Realities

## Trust Index

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

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

### 2026 High income (top 25%)

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

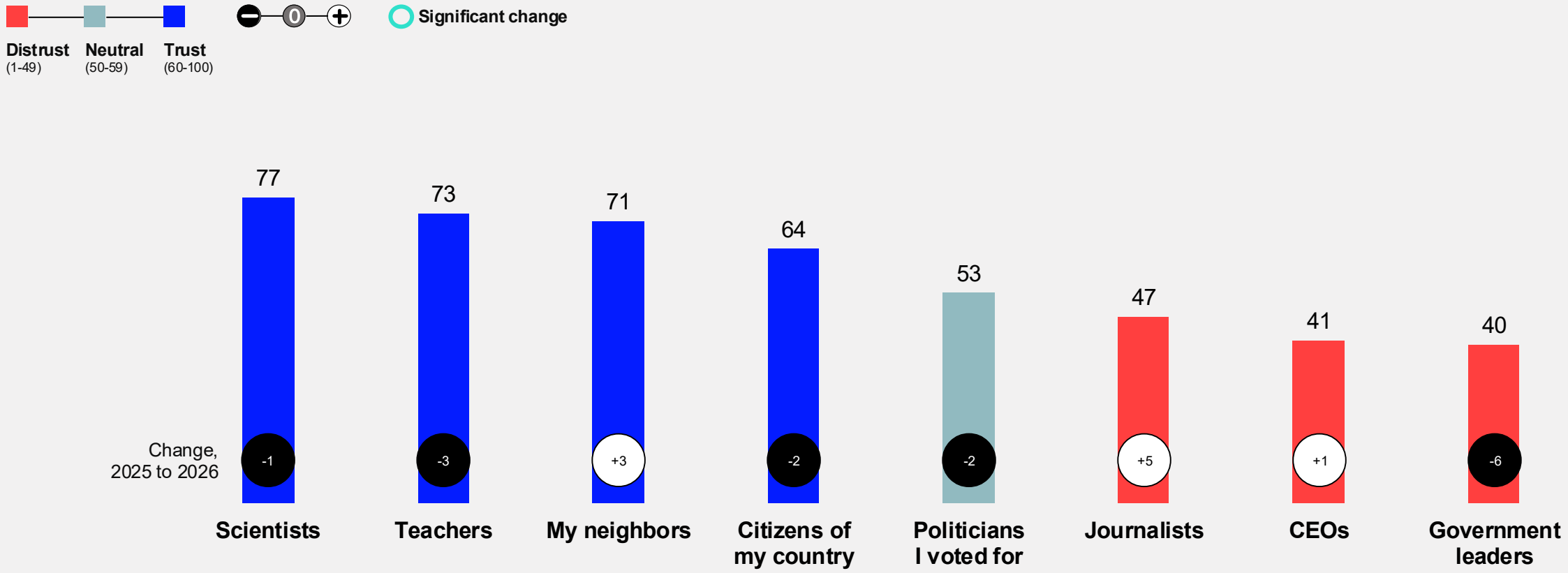
### 2026 Low income (bottom 25%)

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

**2026 Edelman Trust Barometer.** The Trust Index is the average percent trust in business, government, media, and NGOs. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg., by income. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.

# In Ireland, Scientists and Teachers Remain Most Trusted

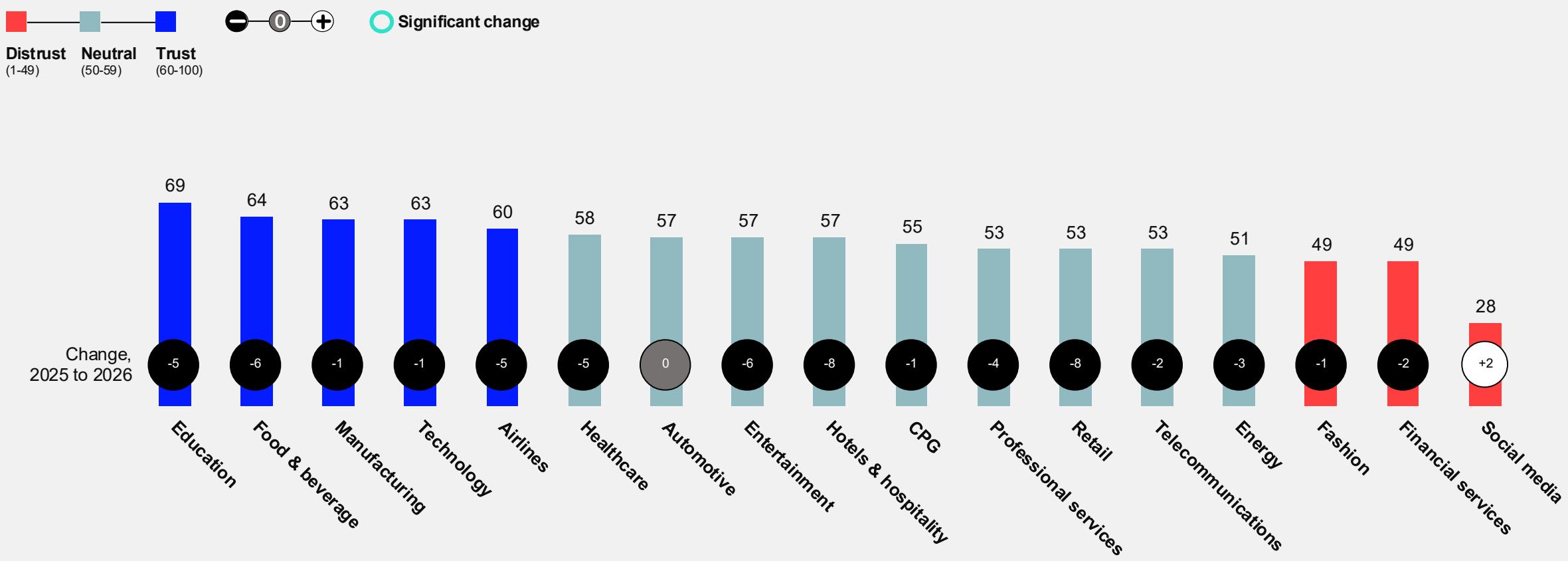
In Ireland, percent trust




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

# Since Last Year, No Significant Change in Trust Across Industries

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

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

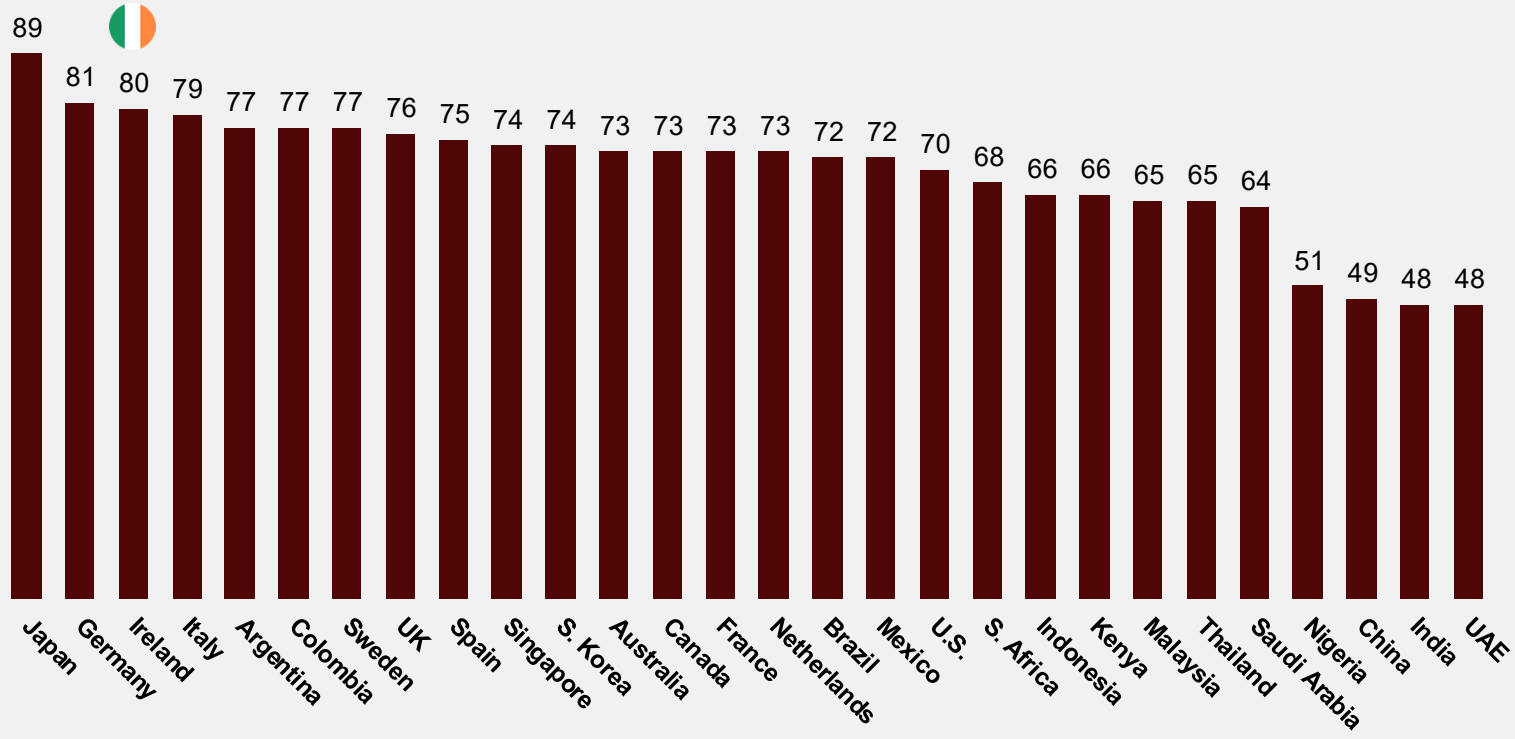
On average, percent who say

**GLOBAL 28**

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

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

**70%**




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