

2026 Edelman Trust Barometer

Global and Japan Report
グローバルおよび日本レポート
Trust Amid Insularity
閉鎖時代の信頼

Edelman
Trust Institute



2026 Edelman Trust Barometer

METHODOLOGY

Annual online survey in its 26th year

Fieldwork conducted: Oct 23 – Nov 18, 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.

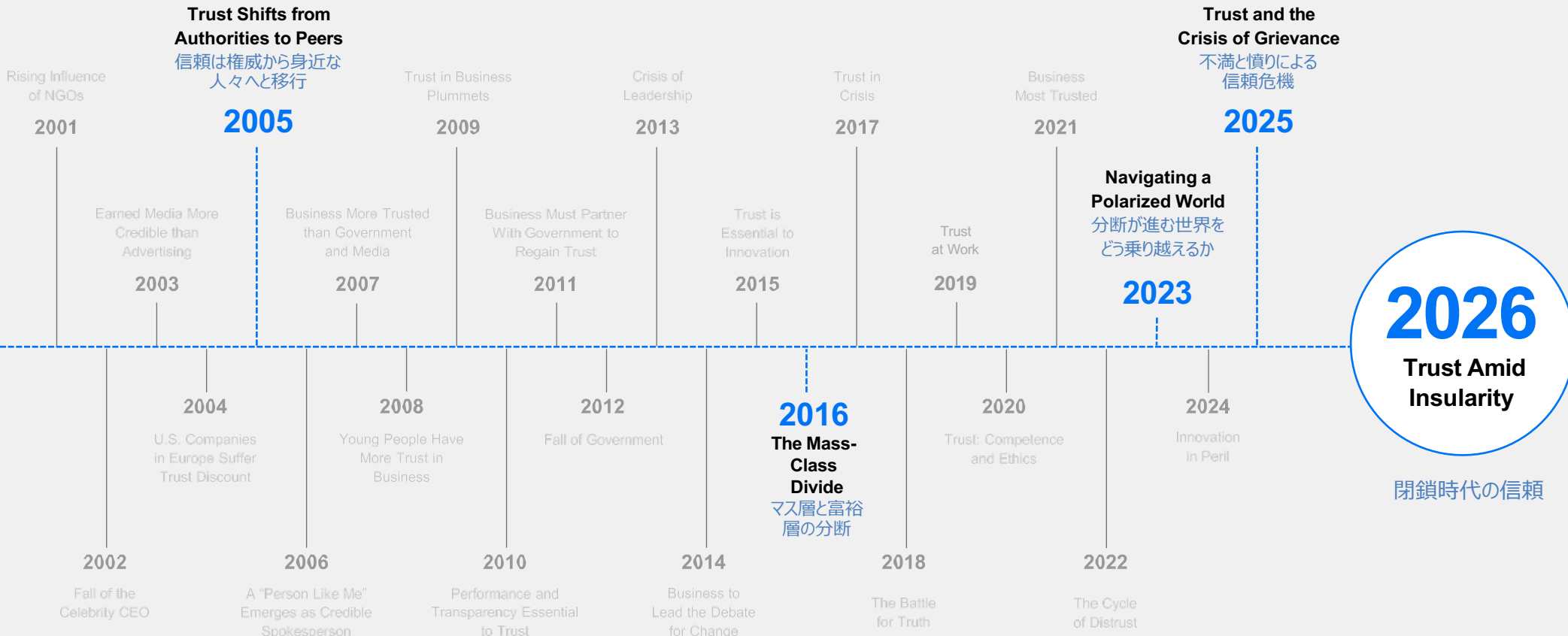
For more details on the margin of error, global averages, country-specific sample information, questions asked to partial sample, or to see the full text for any shortened statements, please see the Technical Appendix.

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



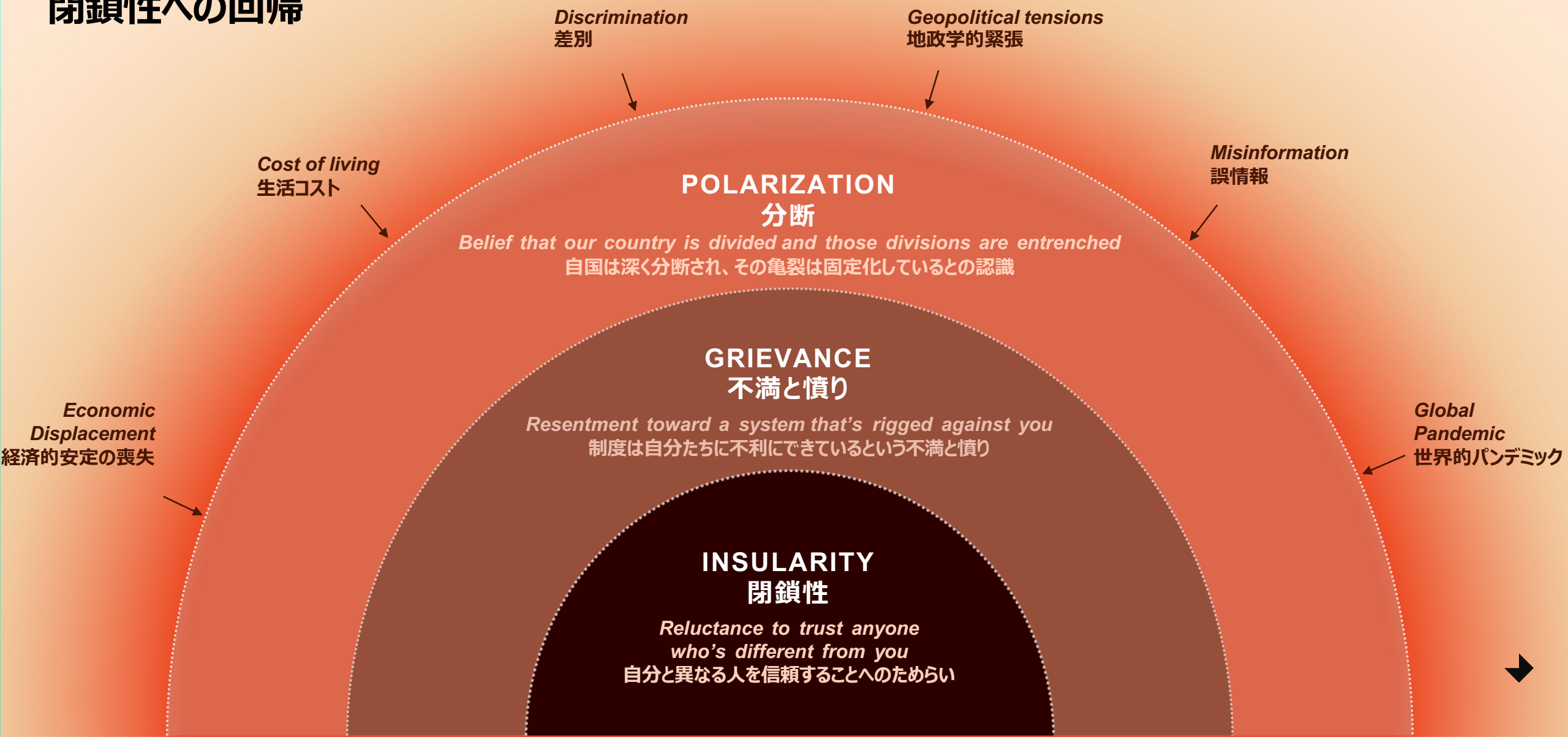
Shared Reality Erodes Over 20 Years 社会の共通認識が揺らいだ20年

26 Years of Trust



The Retreat Into Insularity

閉鎖性への回帰

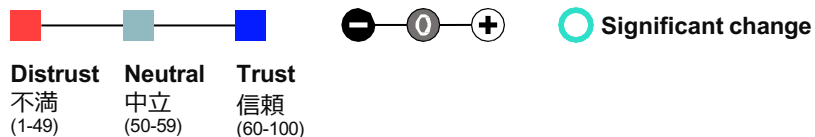


Trust Grows in Developing Countries, Stagnates in Developed

信頼は新興国で上昇、先進国では停滞

Trust Index 信頼指数

(average percent trust in business, government, media, NGOs)
(企業、政府、メディア、NGOに対する平均信頼率)



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

2025 General population

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

2026 General population

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

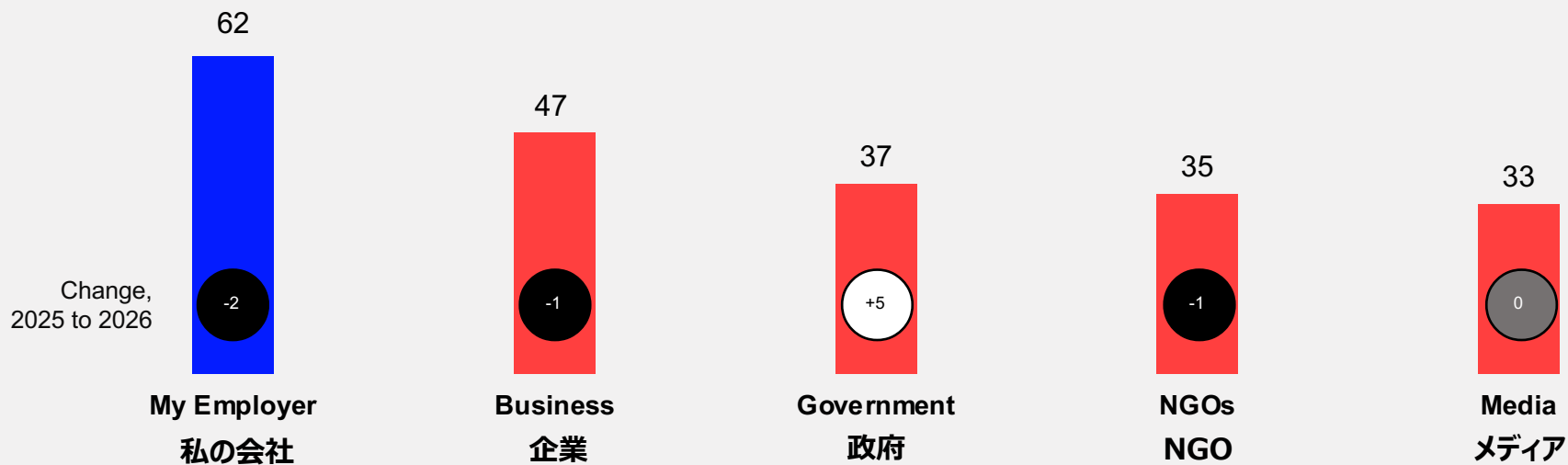
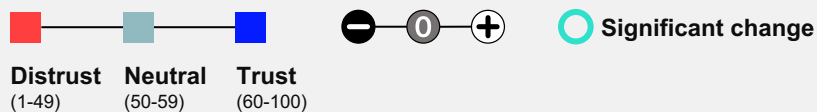
2026		
Developing countries 新興国	66	+3
Developed countries 先進国	49	+1



In Japan, Trust Stagnates Across Institutions; Only My Employer Trusted

日本では、あらゆる組織に対する信頼が停滞。「私の会社」のみ、信頼されている

In Japan, percent trust



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



Geopolitical Insularity: My Country's Companies Trusted More Than Foreign Companies

地政学的閉鎖性：自国企業への信頼が外国企業を上回る

Among those in each country, percent trust in companies headquartered in my country vs in foreign countries
 各国居住者のうち、自国内に本社を置く自国企業と外国企業それぞれに対する信頼の割合



	Canada	Germany	Japan	UK	China	U.S.	Mexico	Brazil
Domestic trust advantage, my country vs foreign 自国に対する信頼の高さ 自国 vs 外国企業	31	29	29	25	17	16	11	7
I trust companies headquartered in ... my country 自国企業への信頼	75	63	58	68	90	60	66	60
foreign countries (avg) 外国企業への信頼 (平均)	44	34	29	43	73	44	55	53

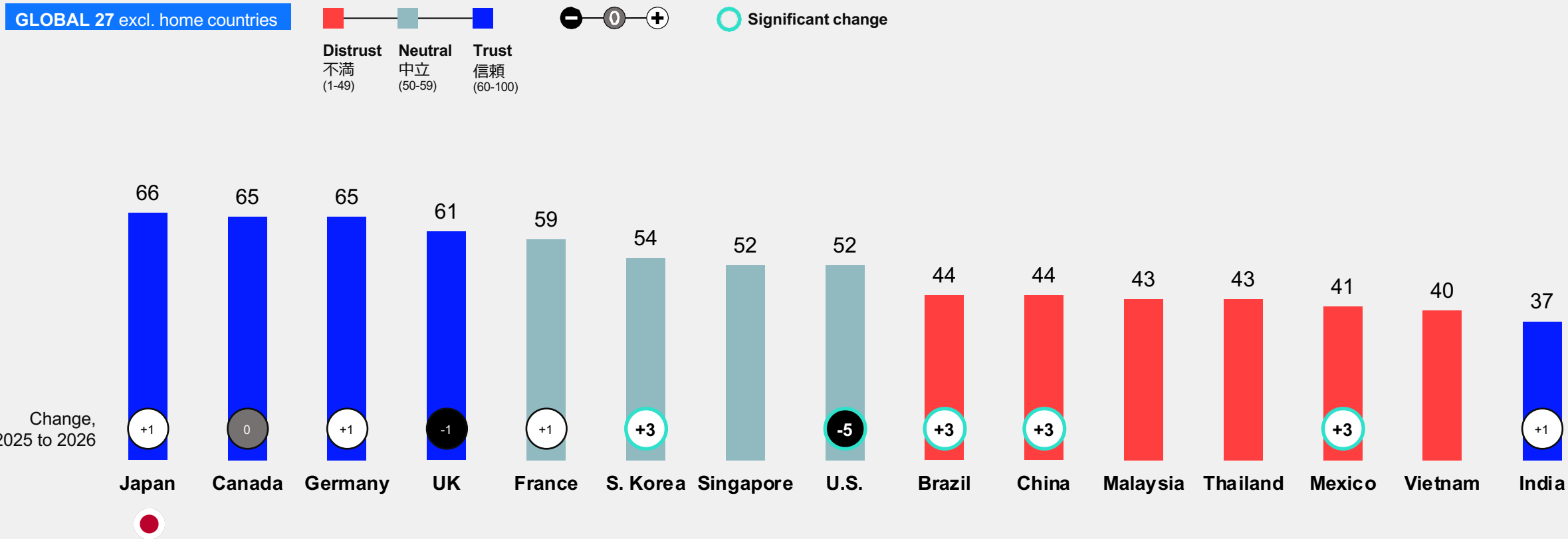
2026 Edelman Trust Barometer. TRU_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, by country. Foreign company trust is calculated by averaging a respondent's level of trust in companies based in all countries being rated, excluding their own. The countries rated are Brazil, Canada, China, France, Germany, India, Japan, Malaysia, Mexico, S. Korea, Singapore, Thailand, the UK, the U.S., and Vietnam.



Trust in Companies Headquartered in Foreign Countries

海外からは、日本企業が最も高い信頼を獲得している

Percent trust in companies headquartered in each country, among respondents from outside each country being rated
 各国に本社を置く企業に対する信頼度（評価対象国外の回答者ベース）



2026 Edelman Trust Barometer. TRU_NAT. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, by country. Data excludes respondents from the country being rated. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



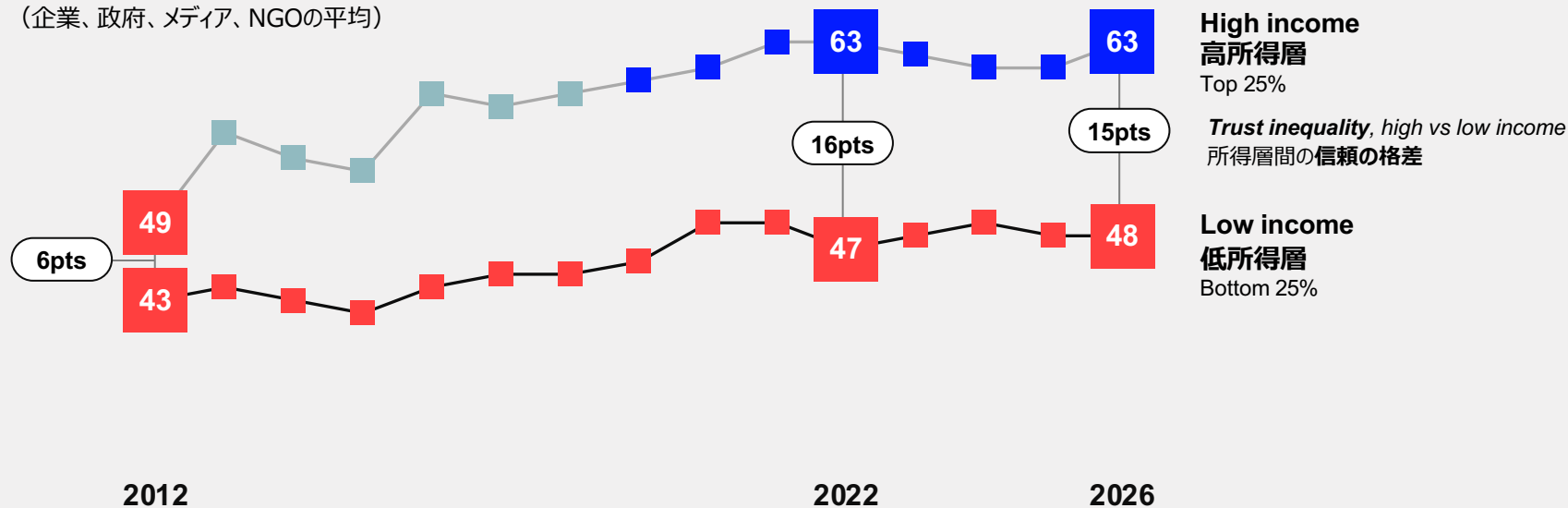
Income Divide More Than Doubles Since 2012

所得層間の信頼格差は2012年以降、2倍以上に拡大

Trust Index
信頼指数トレンド



Trust Index
信頼指数
(average percent trust in business, government, media, NGOs)
(企業、政府、メディア、NGOの平均)



2026	
Top 7 of 28 Countries	High-low income gap
U.S.	29pts
Indonesia	26pts
Nigeria	26pts
France	22pts
Saudi Arabia	21pts
Thailand	20pts
UAE	20pts

2026 Edelman Trust Barometer. The Trust Index is the average percent trust in business, government, media, and NGOs. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 21-mkt avg., by income. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.

Due to a translation inconsistency in France, the 2021-2023 Trust Index scores have been imputed using a model. For more details, please see the Technical Appendix.

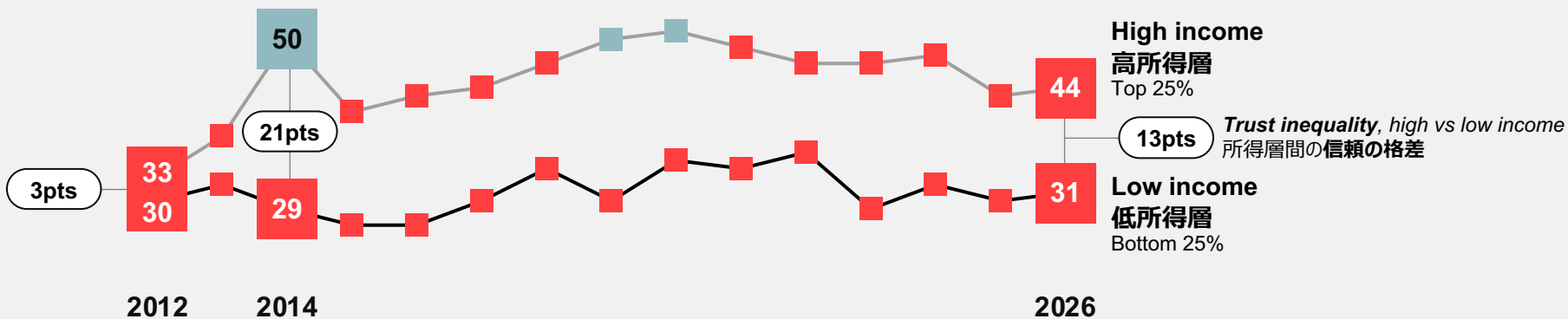


Since 2012 in Japan, Income-Based Trust Gap Persists 日本では2012年以降、所得層間の信頼格差が続く

Trust Index in Japan
信頼指数（日本）



Trust Index
信頼指数
(average percent trust in business, government, media, NGOs)
(企業、政府、メディア、NGOの平均)



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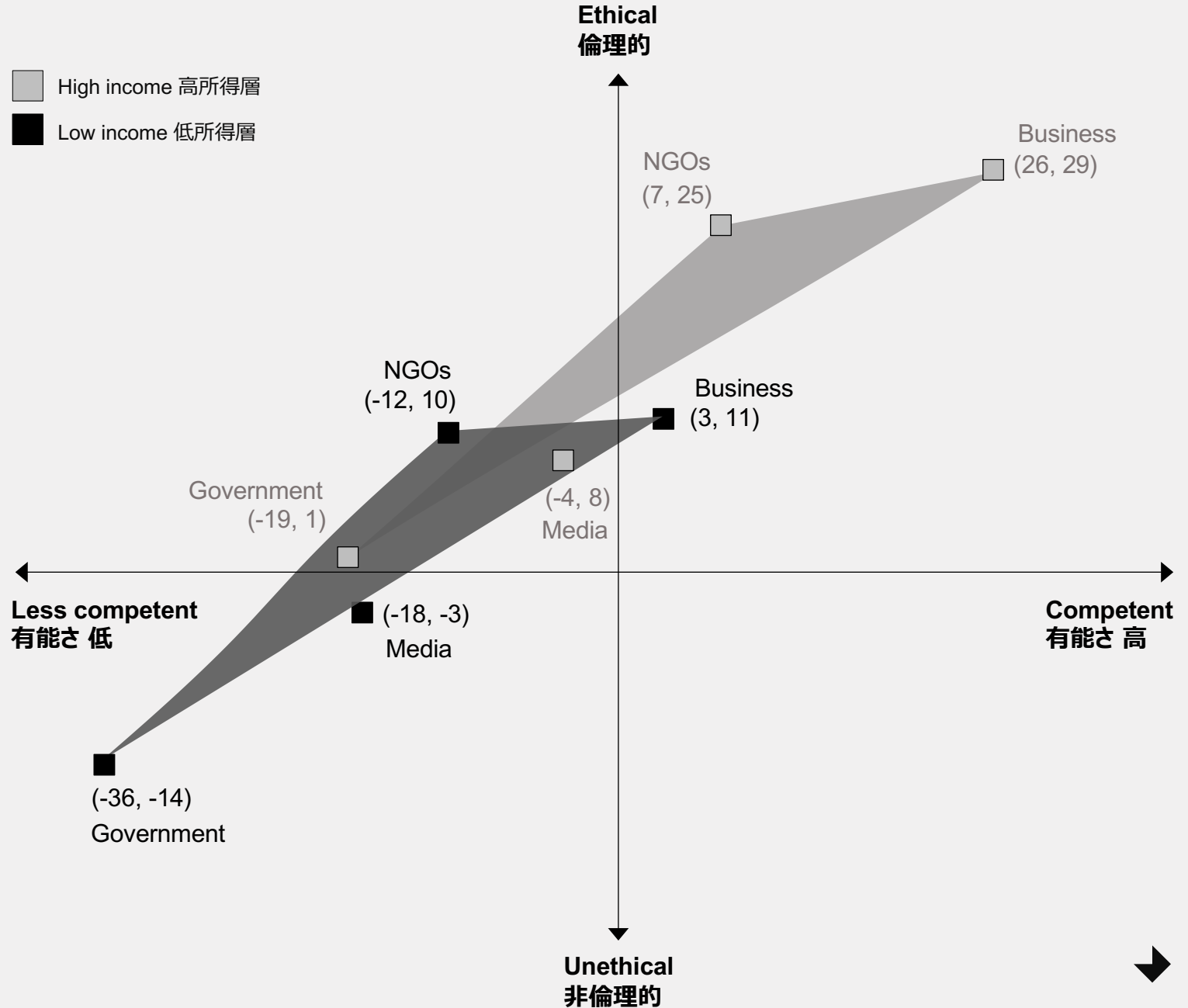
High and Low Income Live In Opposing Institutional Realities; Business Leads for Both

高所得層⇔低所得層間での組織への信頼は対照的

一両層で企業が最も信頼される

(Competence score, net ethical score)

GLOBAL 26 excl. China, Thailand



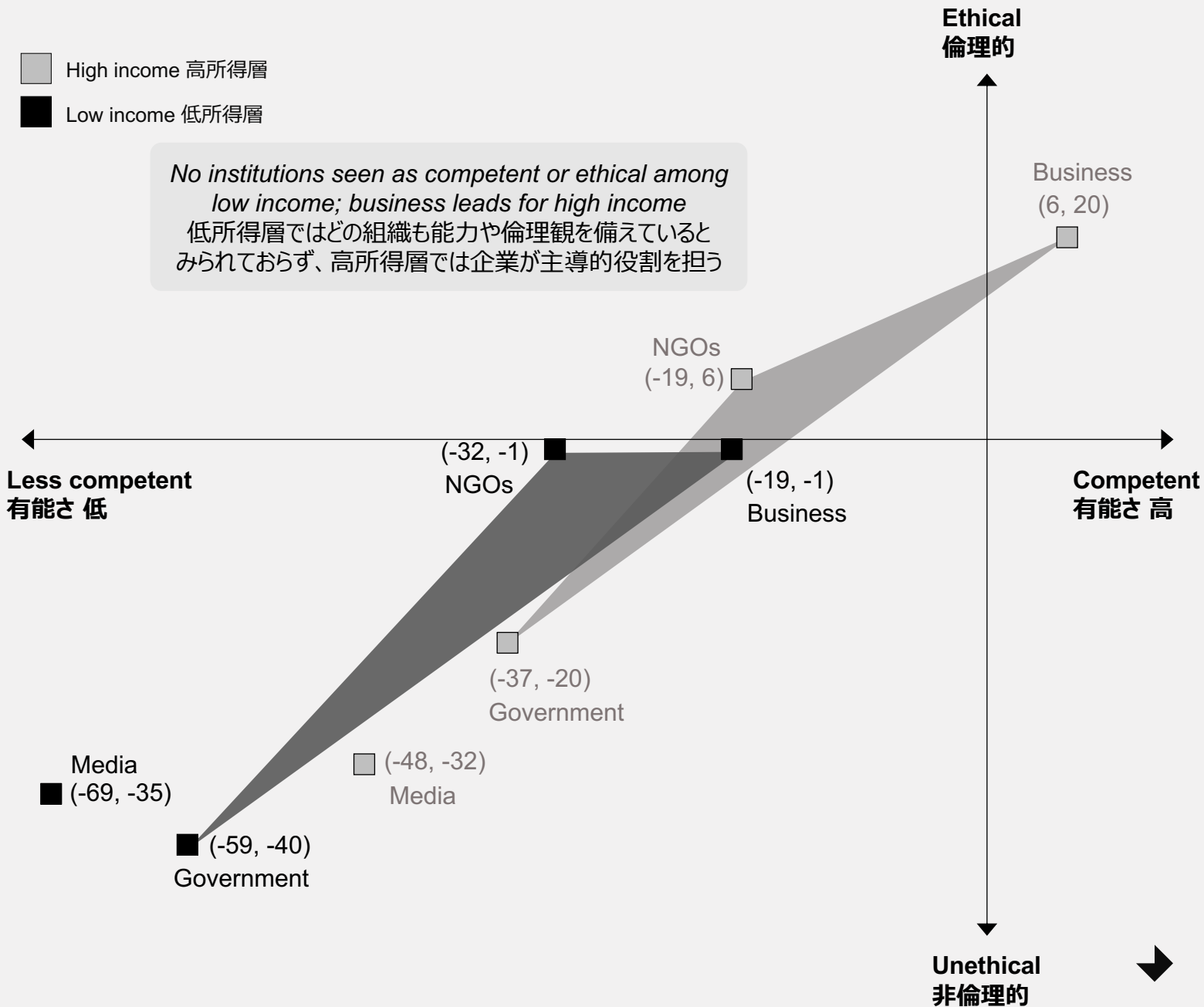
2026 Edelman Trust Barometer. The competence score is a net based on TRU_3D_[INS]/1. Media and NGOs were only asked to half the sample. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Media and NGOs were only asked of half the sample. General population, 26-mkt avg., by income.

Data not collected in China and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

In Japan, High and Low Income Live In Diverging Institutional Realities

日本では、高所得層と低所得層で組織への信頼状況が乖離

(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, Japan, by income.

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

As Fears Rise, Trust Goes Local

不安の拡大とともに進む
信頼のローカル化

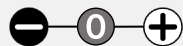


Few Believe Next Generation Will Be Better Off

次世代がより豊かになると信じる人は少ない

Percent who say
そのように思う人の割合

GLOBAL 28



Significant change

Compared to today,
the **next generation will be better off**
次世代の状況は現在よりも良くなる

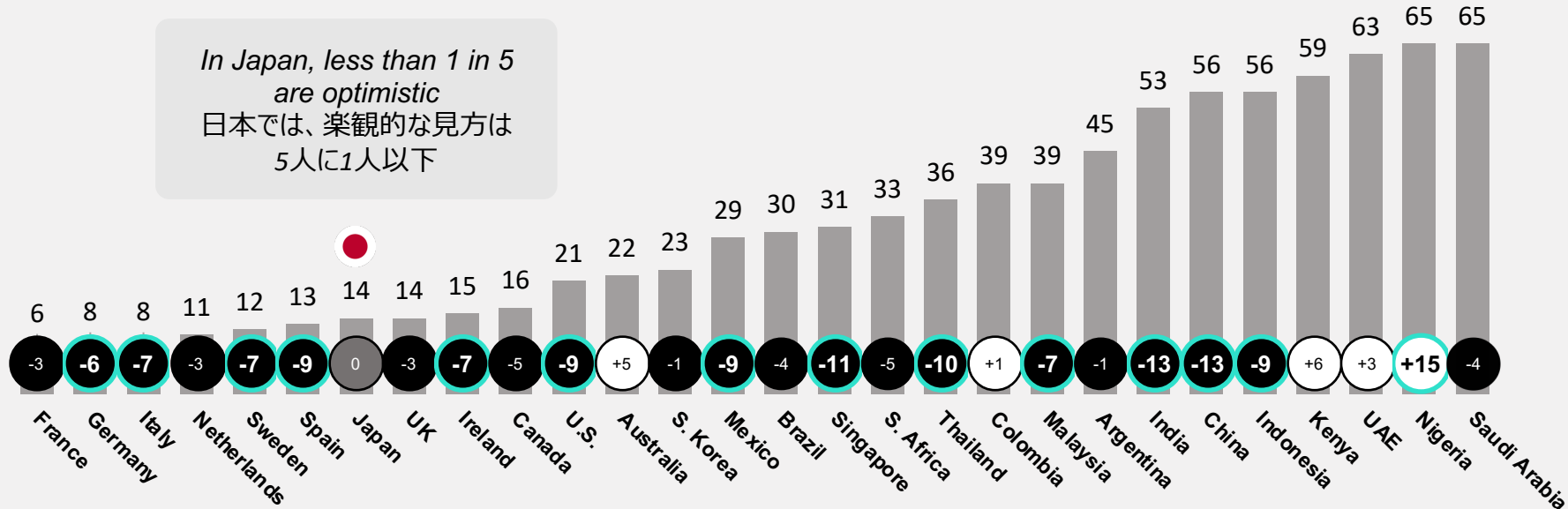
ONLY

32%

-4 pts
Change,
2025 to 2026

In Japan, less than 1 in 5 are optimistic
日本では、楽観的な見方は5人に1人以下

Double digit declines in Singapore, Thailand, India, and China
シンガポール、タイ、インド、中国で二桁のスコア減少



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.



Trade and Recession-Related Job Fears Hit All Time High

貿易や景気後退による雇用不安が過去最高に

Percent of employees who say
そのように思う従業員の割合

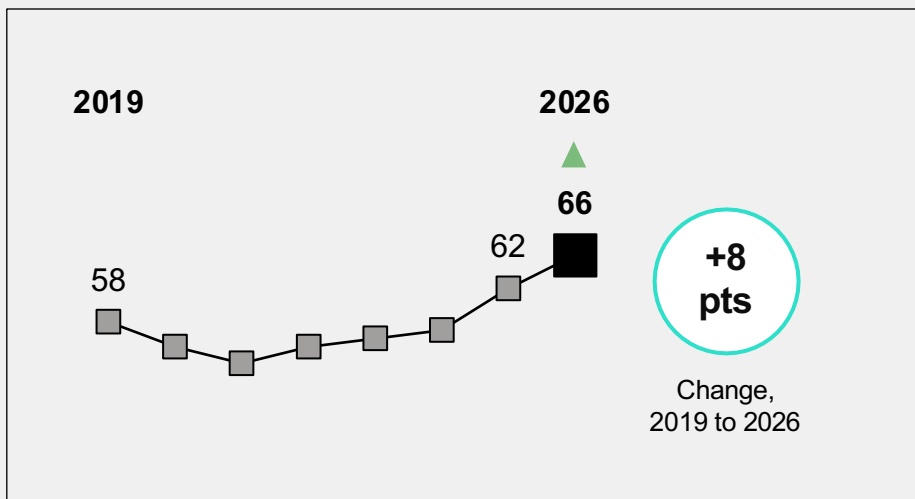
GLOBAL 24



Significant change

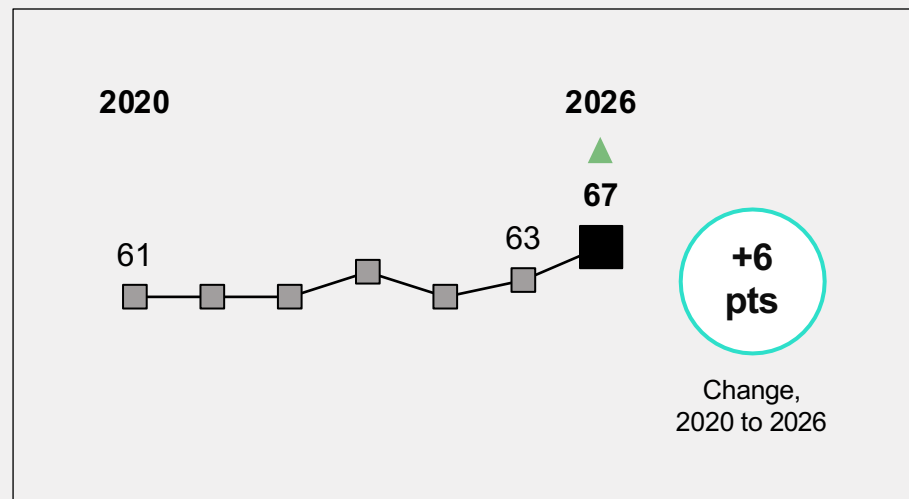
All-time highs and lows

I worry about **international trade and tariff conflicts**
hurting the company I work for
国際貿易や関税紛争が、私が勤める会社に悪影響を及ぼすの
ではないかと心配だ



GLOBAL 26

I worry about losing my job as a result of a **looming recession**
迫り来る不況の結果として、職を失うのではないかと心配だ



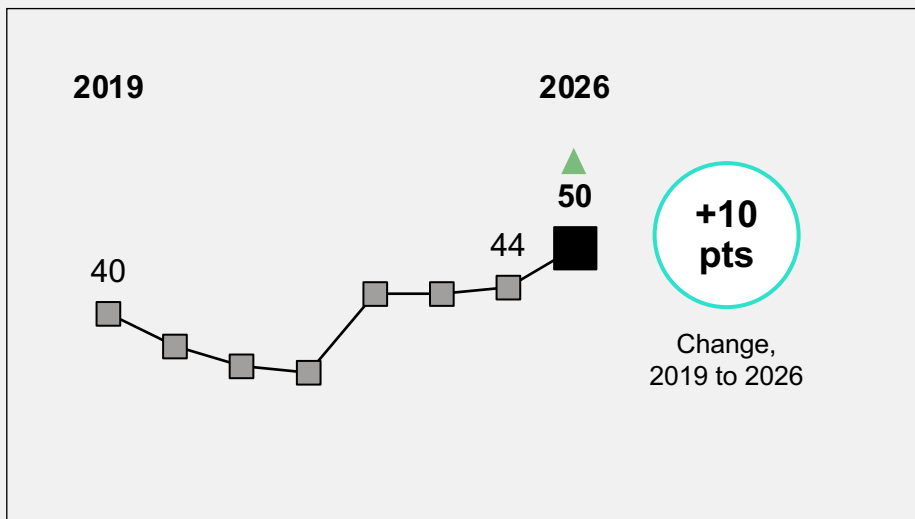
In Japan, Trade and Recession-Related Job Fears Hit All Time High

日本でも、貿易や景気後退による雇用不安が過去最高に

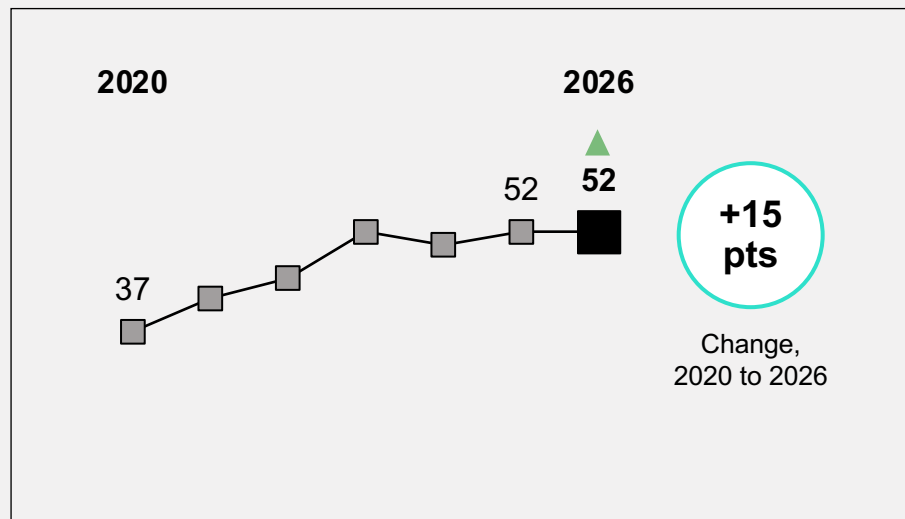
In Japan, percent of employees who say
 そのように思う従業員の割合（日本）

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

I worry about **international trade and tariff conflicts** hurting the company I work for
国際貿易や関税紛争が、私が勤める会社に悪影響を及ぼすのではないかと心配だ



I worry about losing my job as a result of a **looming recession**
迫り来る不況の結果として、職を失うのではないかと心配だ



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



Majority of Low-Income Fear Being Left Behind by AI

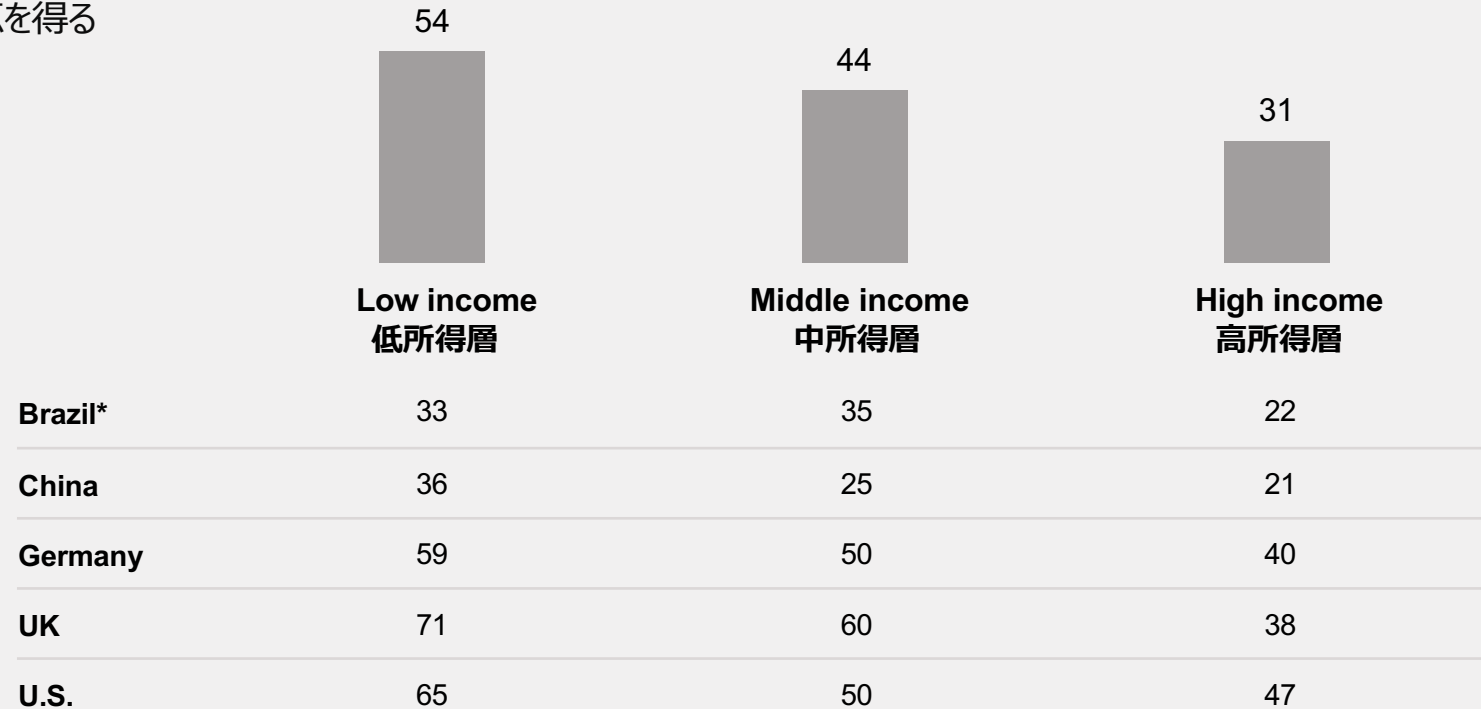
低所得層の多数がAIに取り残されることを不安視

Percent who say
そのように思う人の割合

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

私のような人間は、生成AIから実質的な恩恵を得るどころか**取り残されてしまう**だろう

Flash Poll 5-Market Average

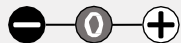


Fear That Foreign Actors Spread Disinformation to Sow Domestic Division Hits All-Time High

外国勢力による分断目的の偽情報拡散への懸念が過去最高

Percent who say そのように思う人の割合

GLOBAL 26



○ Significant change

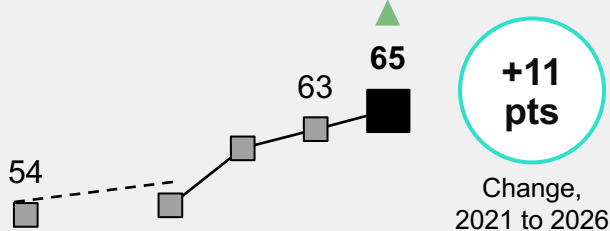
▲ ▼ All-time highs and lows

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

他国が意図的に虚偽の情報で自国のメディアを汚染し、我々の対立を煽っているのではないかと懸念している

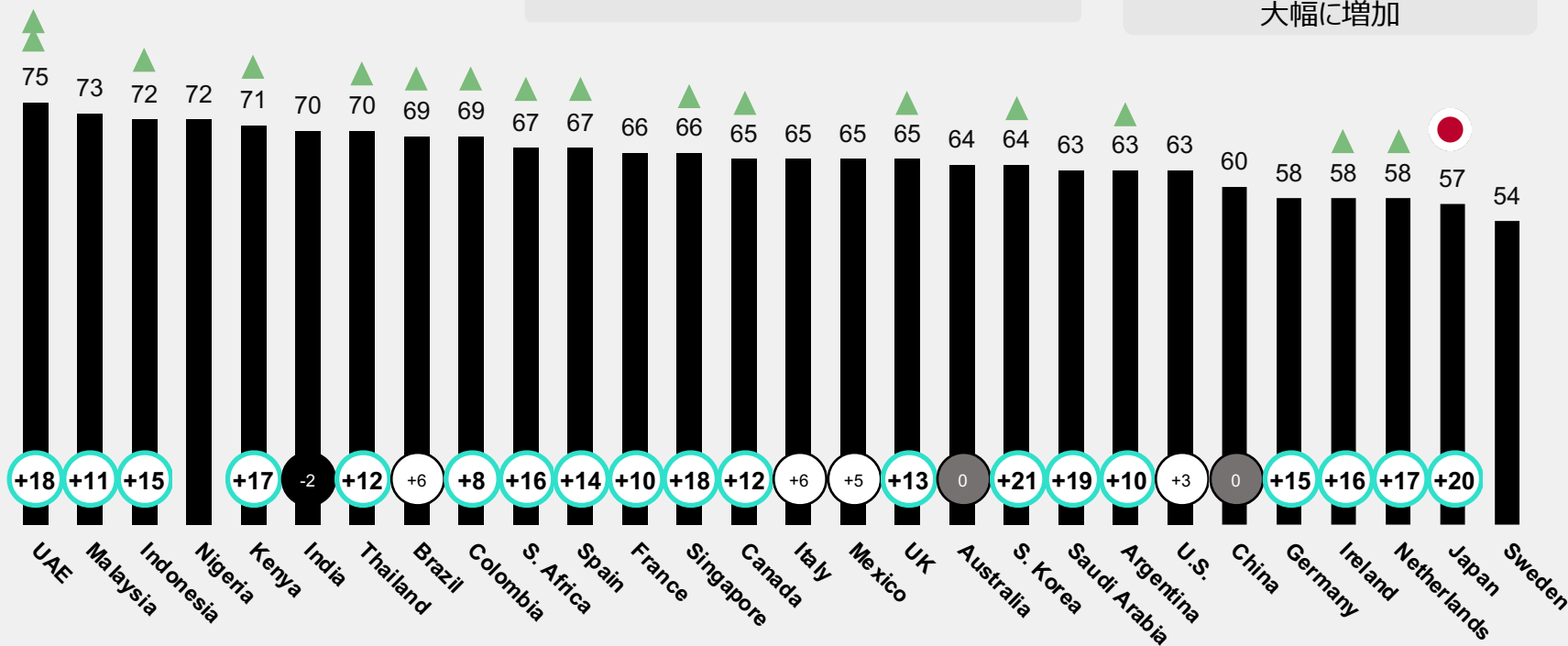
2021

2026



All-time high in 15 of 26 countries
26か国中15か国で過去最高

In Japan, significant 20-point increase in worry
日本では、懸念が20ポイントも大幅に増加



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.

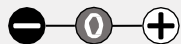


A Turn Inward: Widespread Decline in Exposure to Differing Political Views

内向きへの転換：異なる政治的見解に触れる機会が広く減少

Percent who say
そのように思う人の割合

GLOBAL 28



Significant change

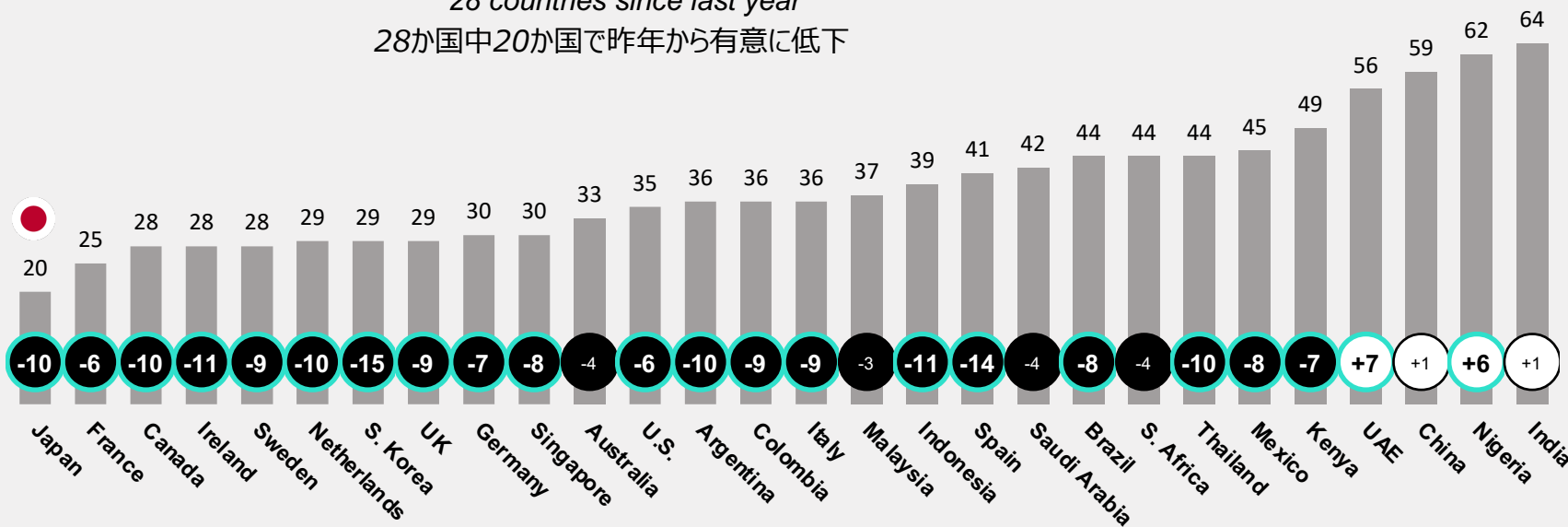
I get information from **sources with a different political leaning than mine at least weekly**

週1回以上、自分とは異なる政治的傾向を持つ情報源から情報を得ている

39%

-6 pts
Change, 2025 to 2026

Statistically significant decreases in 20 of 28 countries since last year
28か国中20か国で昨年より有意に低下



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

「私たち」から「私」へ：共通基盤が揺らぎ、身近なコミュニティが優位に

Among those who say recent societal events impacted their trust in people or institutions (95%), percent who say 最近の社会情勢が人や組織への信頼に影響したと回答した人（95%）のうち、

GLOBAL 27 excl. China

As a result of a major societal event in the past five years...
最近5年間の社会情勢によって…

▼ I have lost trust in: 信頼を失った：	Net change スコア差	% who say they have	
		Lost trust	Gained trust
National government leaders 国政のリーダー層	-16	40	24
Major news organizations 主要ニュースメディア	-11	35	24
Foreign business leaders 外国企業のリーダー層	-6	30	24

△ I have gained trust in: より信頼するようになった	Net change スコア差	% who say they have	
		Lost trust	Gained trust
My neighbors, family, and friends 自分の隣近所、家族、友人	+11	18	29
My coworkers (<i>among employees</i>) 自分の同僚（従業員におけるスコア）	+11	20	31
My CEO (<i>among employees</i>) 自分の会社のCEO（従業員におけるスコア）	+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 – 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 among employees of an organization (Q43/1). For a full explanation of this analysis, please see the Technical Appendix.



Insularity Stops Progress 閉鎖性が進歩を阻む



Worldwide, 7 in 10 Have an Insular Trust Mindset

世界全体で10人中7人が閉鎖的な信頼意識を持つ

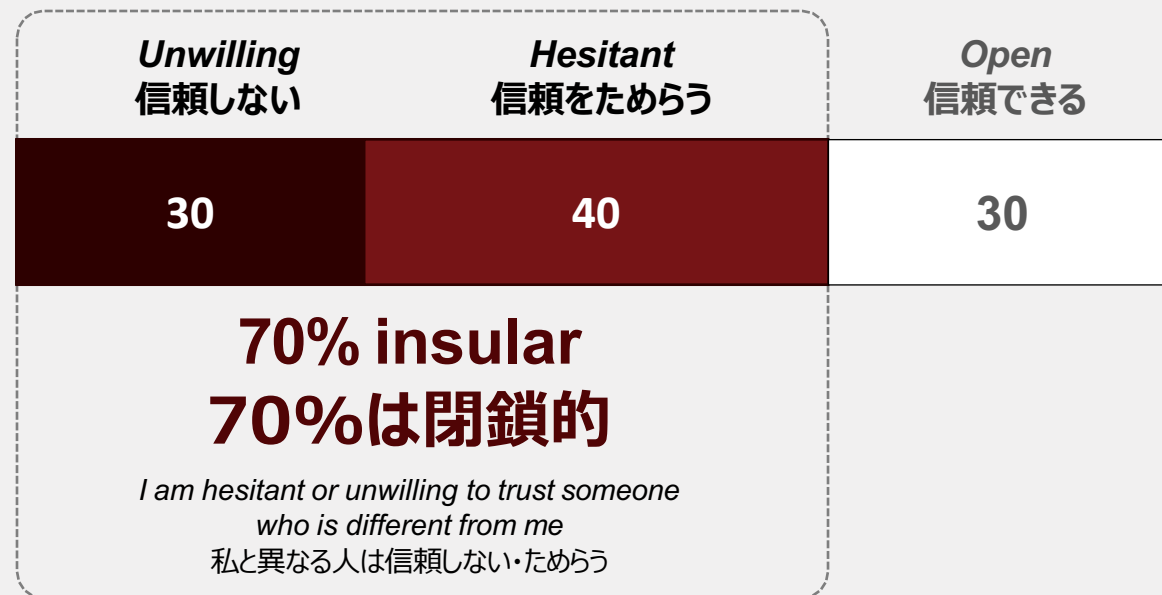
On average, percent who say
平均して、そのように答えた人の割合

GLOBAL 28

When it comes to **trusting someone who:**
次のような人への信頼度

- Lives by **different core values** than me
私とは異なる価値観で生きている人
- Believes **different facts** and trusts **different sources** than I do
私とは異なる真実を信じ、異なる情報源を信頼している人
- Wants to address **societal problems differently** than I do
私とは異なる方法で社会問題に取り組みたいと考えている人
- Has a **different culture, background, or lifestyle** than mine
私とは異なる文化、経歴、ライフスタイルの人

I am generally ...
私は通常...



In Japan, Nearly 9 in 10 Have an Insular Mindset

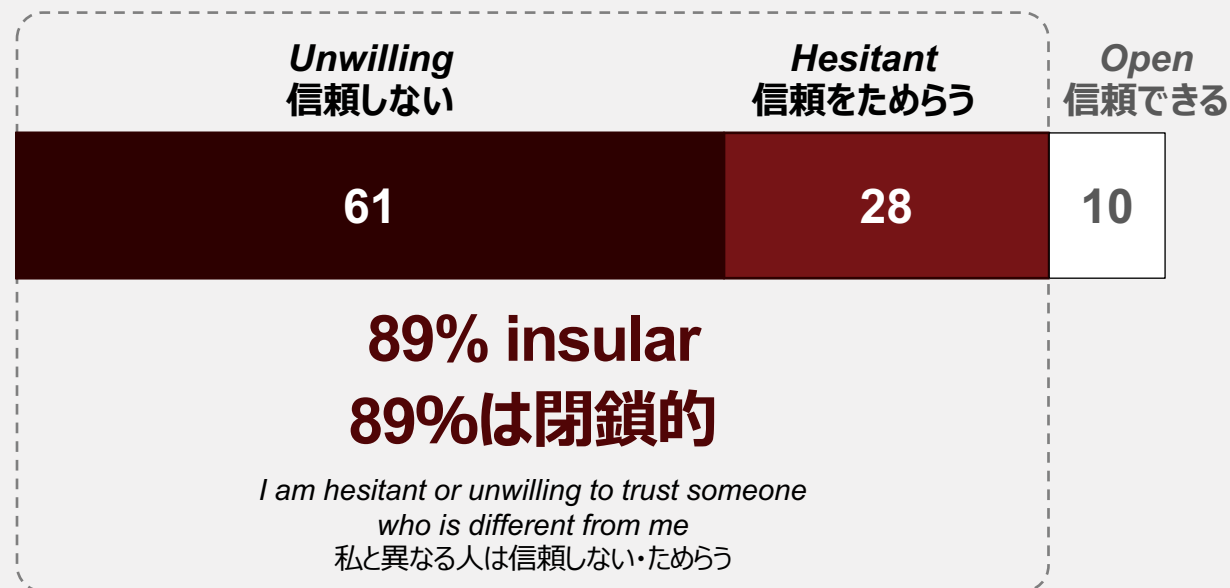
日本では、10人中9人が閉鎖的な信頼意識を持つ

In Japan, on average, percent who say
平均して、そのように答えた人の割合（日本）

When it comes to **trusting someone who:**
次のような人への信頼度

- Lives by **different core values** than me
私とは異なる価値観で生きている人
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- Has a **different culture, background, or lifestyle** than mine
私とは異なる文化、経歴、ライフスタイルの人

I am generally ...
私は通常...



Unmitigated Differences Stall Economic Growth

解決されない分断が経済成長を阻む

Percent who say
そのように思う人の割合

GLOBAL 28

Workplace Conflict 職場の対立

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

価値観の異なる上司のもとで働くより、**部署を異動**した方がましだ（従業員におけるスコア）

42%

Loss of Productivity 生産性の低下

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

自分と政治的信念が異なるプロジェクトリーダーのもとでは、**成功を支援する努力を控える**（従業員におけるスコア）

34%

Nationalism ナショナリズム

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

たとえ物価上昇を招くとしても、自国で事業展開する外国企業の数を減らす政策を支持する

34%



Unmitigated Differences Stall Economic Growth

日本でも、解決されない分断が経済成長を阻む

In Japan, percent who say
そのように思う人の割合（日本）

Workplace Conflict 職場の対立

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

価値観の異なる上司のもとで働くより、**部署を異動**した方がましだ（従業員におけるスコア）

31%

Loss of Productivity 生産性の低下

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

自分と政治的信念が異なるプロジェクトリーダーのもとでは、**成功を支援する努力を控える**（従業員におけるスコア）

23%

Nationalism ナショナリズム

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

たとえ物価上昇を招くとしても、自国で事業展開する外国企業の数を減らす政策を支持する

20%

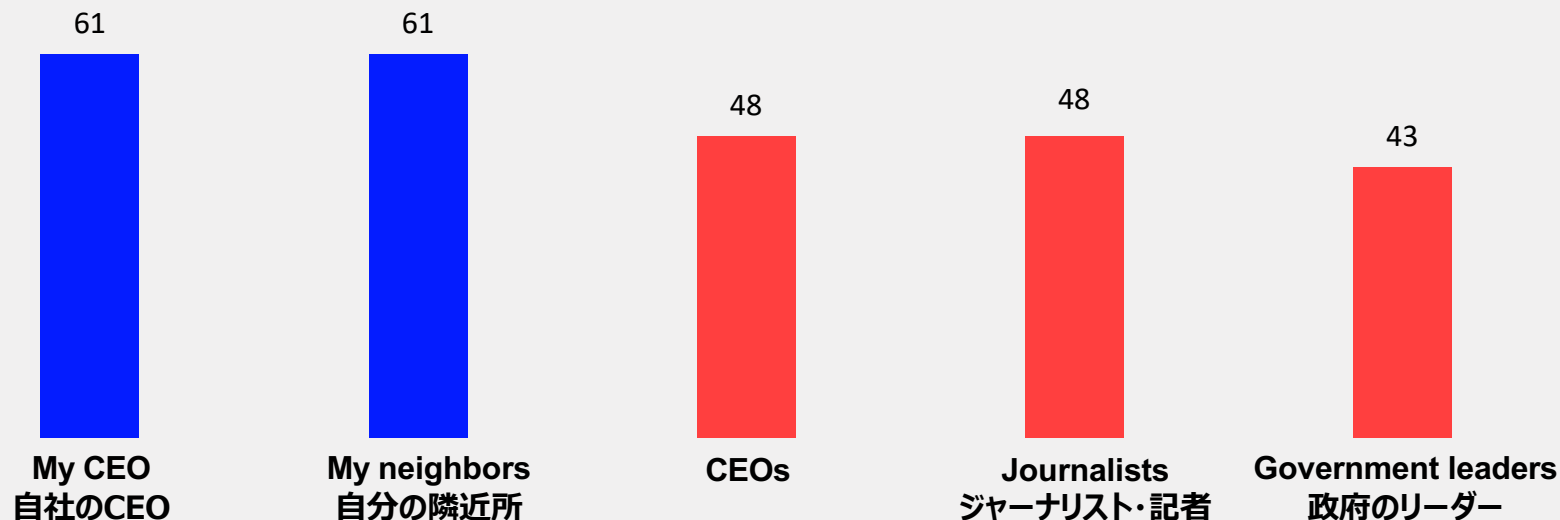
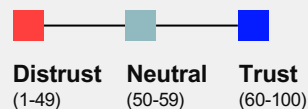


With Insular Trust Mindset, My Circle Trusted and Institutional Leaders Distrusted

閉鎖的な信頼意識の下で、身近な輪が信頼され、組織のリーダーは不信の対象に

Among those with an **insular trust mindset** (70%), percent trust
 信頼に関して閉鎖的な考え方の人（70%）のうち、信頼する割合

GLOBAL 28



With Insular Trust Mindset, Grievance More Likely

閉鎖的な信頼意識の下では、不満と憤りが生じやすい

Percent who say
そのように思う人の割合

GLOBAL 26 excl. China, Thailand

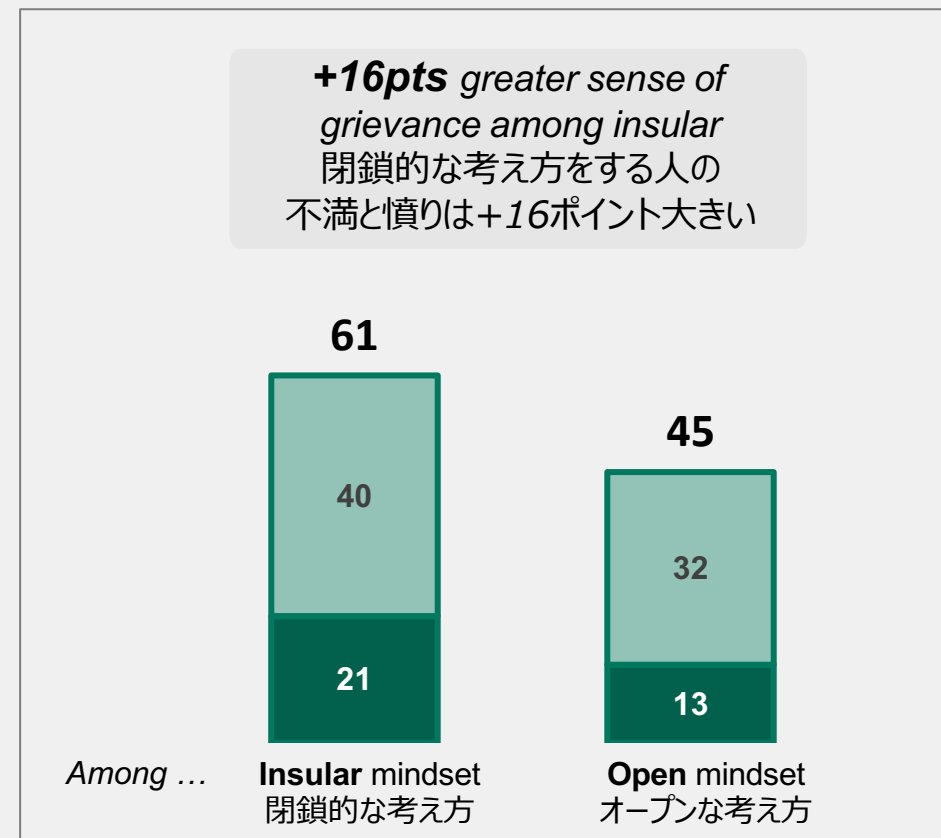
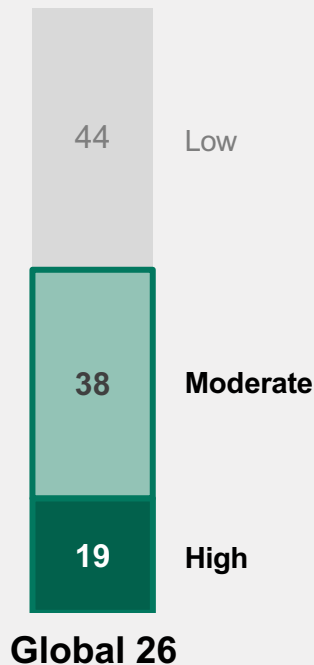
I hold a sense of grievance because:

不満と憤りを感じる理由：

- *Business and government serve select few*
企業・政府は一部の限られた層を優遇している
- *Business and government actions hurt me*
企業・政府の行動は自分に悪影響を及ぼしている
- *The system favors the rich*
富裕層が優遇されるシステムになっている
- *The rich are getting richer*
富裕層が更なる富を得ている

My sense of grievance is moderate or higher
不満と憤りを感じている中 + 高程度

57%

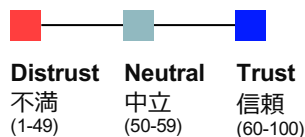


With Insular Trust Mindset, Institutions With Leaders Different From Me Distrusted

閉鎖的な信頼意識の下では、自分と異なるリーダーが率いる組織は信頼されにくい

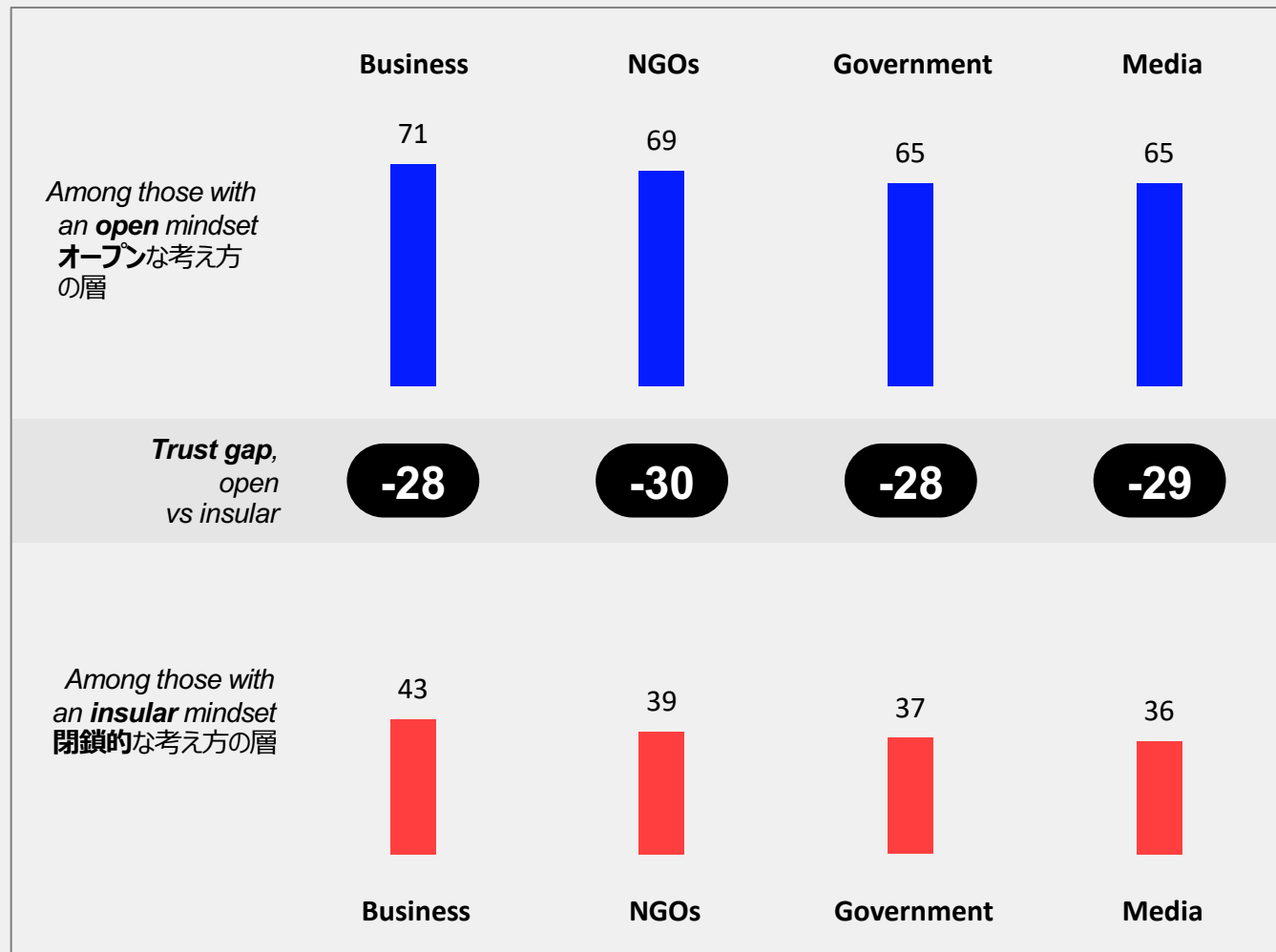
Percent who say
そのように思う人の割合

GLOBAL 27 excl. China



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, 27-mkt avg., 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.

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) もし、それぞれの組織が、私とは異なる価値観・情報源・社会問題へのアプローチ・経歴の人が率いていたとしても、信頼できたと思う (平均値)



Global Consensus That Insularity Needs To Be Addressed

閉鎖性への対応が必要との世界的合意

Percent who say
そのように思う人の割合

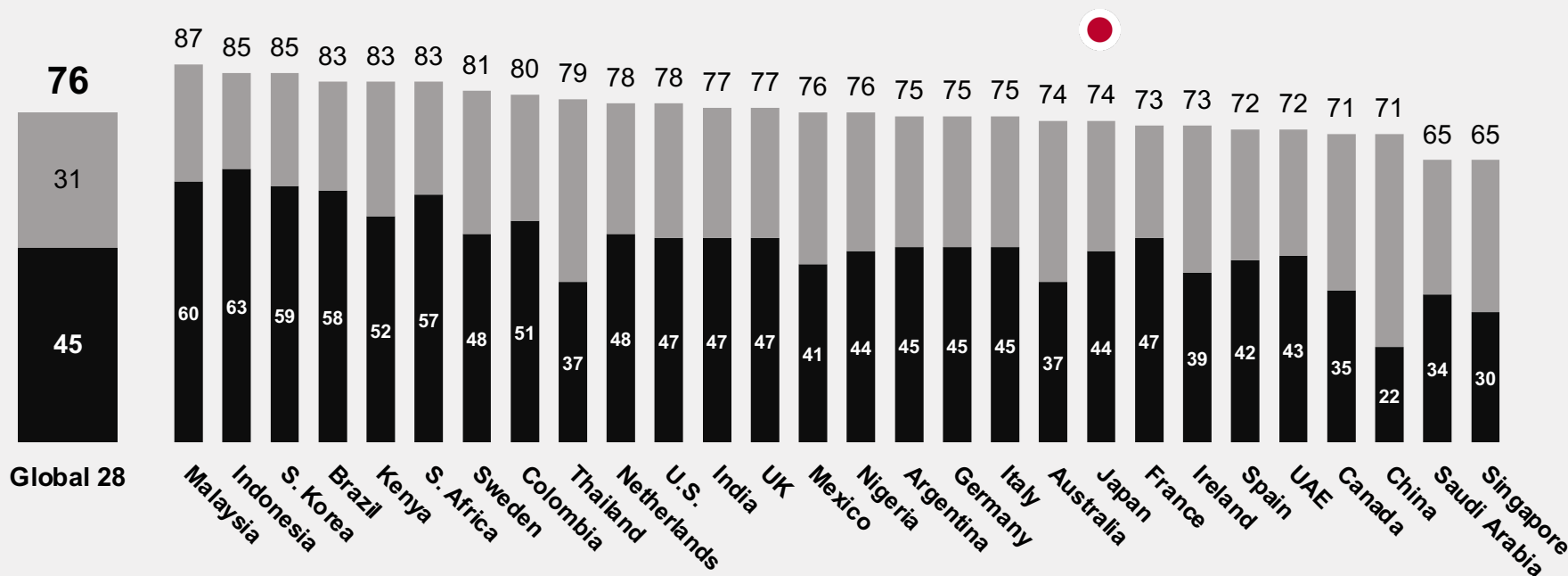
GLOBAL 28

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

自国の人々は、異なる者に対して強い不信感を抱いているため、**互いの状況を悪化させようと意図的に動いている**

This is a moderate problem
中程度の問題である

This is a large or crisis-level problem
より深刻な危機レベルの問題である



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 信頼の仲介：閉鎖性への対応策



Trust Brokering 信頼の仲介

What

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

信頼仲介とは、違いを越えて信頼を促進することで閉鎖性に対抗する、一連の実践行動である。

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.

人々を変えようとするのではなく、分断された当事者間の共通の利害を明らかにして、それぞれのニーズ、目標、置かれている状況を相互に理解できるように翻訳・橋渡しを行う。

Who

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

信頼の仲介者とは、共通の課題に直面する各グループから信頼されている個人、組織、または機関を指す。



Trust Brokering Begins With Acknowledgment and Acceptance of Differences

信頼の仲介は、違いを認め受け入れることから始まる

Among those who already trust someone who differs from them (22%), percent who say
異なる人を信頼することにオープンな考え方の層（22%）のうち、そのように思う人の割合

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):
自分とは価値観・情報源・社会課題へのアプローチ・経歴が異なる相手を、現在信頼している理由（平均値）：

Openness 寛容性

They have an open mind and don't try to change me 相手も寛容な考え方をしており、私を変えようとしていない		49
They are transparent about how they differ from me 相手も双方の違いについて率直に共有している		46

Positive experiences ポジティブな経験

They helped me in the past 過去に私を助けてくれた		24
They defended me when I've been criticized 私が非難された時に擁護してくれた		21



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

重要局面において、信頼の仲介は企業が信頼を獲得するための最も強力な行動

Percent who say そのように思う人の割合

GLOBAL 28

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

社会的に大きな分断を生む問題に対応する際、企業が私の信頼を得るためには…

Encouraging people to cooperate on finding solutions without taking a side 特定の立場を取らずに、解決策を見出すための 協力を促す	35
Supporting the position that is true to its values 自社の価値観に忠実な立場を支持する	28
Supporting my position 私の立場を支持する	13
Not taking any public position on the issue その問題について 公の立場を取らない	13



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

日本でも、重要局面において、信頼の仲介は企業が信頼を獲得するための最も強力な行動

In Japan, percent who say そのように思う人の割合（日本）

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

社会的に大きな分断を生む問題に対応する際、企業が私の信頼を得るためには…

Encouraging people to cooperate on finding solutions without taking a side 特定の立場を取らずに、解決策を見出すため協力を促す	34
Supporting the position that is true to its values 自社の価値観に忠実な立場を支持する	22
Not taking any public position on the issue その問題について公の立場を取らない	19
Supporting my position 私の立場を支持する	5



International Trust Brokering Hinges on Long-Term, Local Relationships

国際的な信頼の仲介は、長期的でローカルな関係性が鍵

Percent who say
そのように思う人の割合

GLOBAL 28

If a company from a **country that I distrust** wanted to operate in my local community, **it could earn my trust by ...**
自分が信頼していない国の企業が自分の地域社会で事業を行おうとする場合、**信頼を得るためには...**

Long-term relationships 長期的な関係構築

Investing in long-term community projects 地域における長期的なプロジェクトに投資する	48
Hiring people from my community 自分の地域社会から人材を雇用する	46

Short-term interaction 短期的な関与

Helping my community recover from a crisis 危機からの地域社会の復興を支援する	38
Donating to my community's social organizations 地域の社会団体に寄付を行う	27



Mandate for All Institutions to Broker Trust; Employers Best Positioned

すべての組織に信頼の仲介が求められる – 「私の会社」が最も有利な立場に

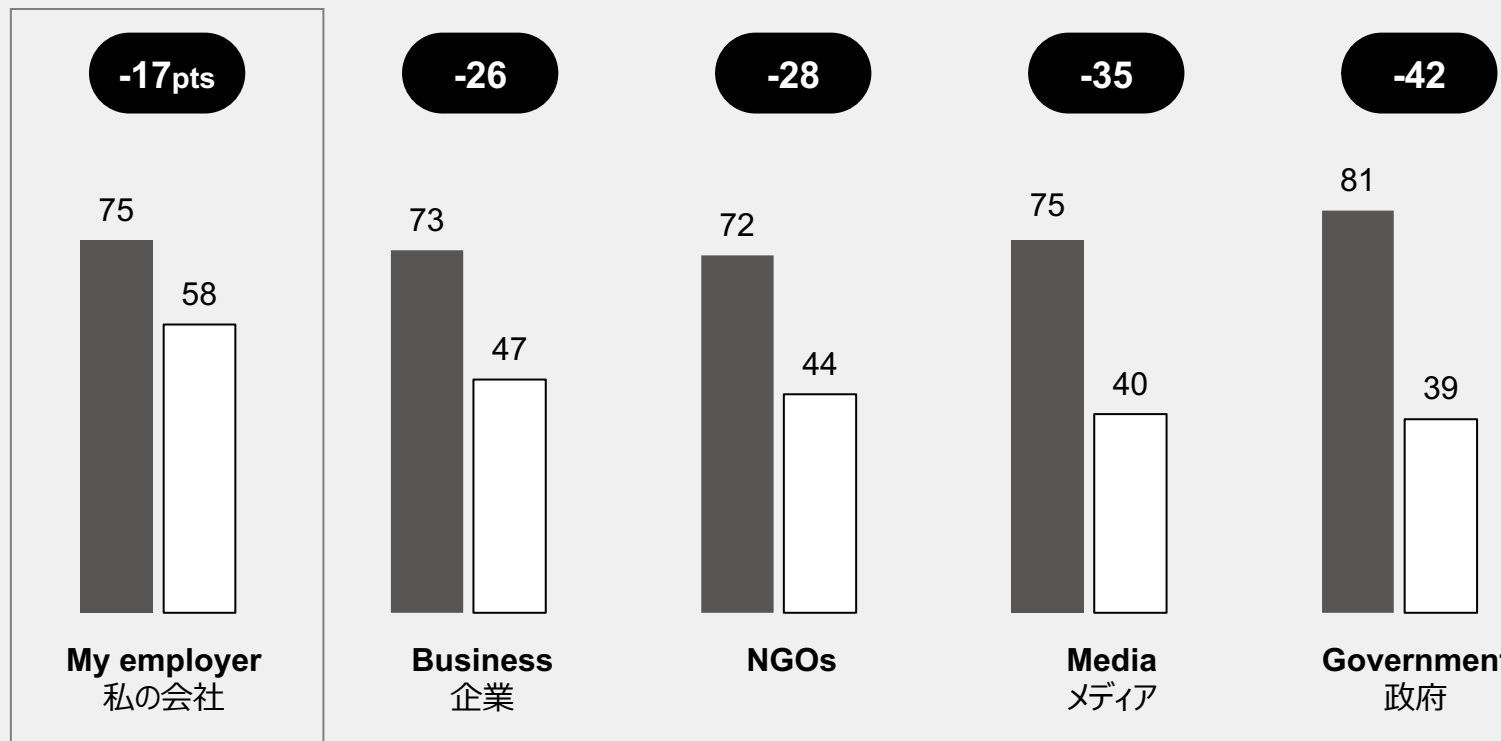
Percent who say
そのように思う人の割合

GLOBAL 27 excl. China

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

互いに不信感を抱くグループ間の**分断を乗り越え、信頼構築を促進する**という観点では...

Gap,
expectation vs
performance
期待値と
パフォーマンスの
差異



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. Government performance data not collected in China. General population, 27-mkt avg. Questions asked to partial sample, and "My employer" only asked to those who are employees of an organization (Q43/1).



Trust Brokering Playbook

信頼の仲介 実践ガイド



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

NGO、政府、メディア：信頼の仲介の役割を果たすべき時

Percent who say
そのように思う人の割合

GLOBAL 27 excl. China

This would be an **effective strategy for this institution** to facilitate trust building between distrusting groups:
それぞれの組織が、不信感を抱くグループ間の信頼構築を促進するために**有効な戦略**は：

NGOs: Translate Between Groups NGO：グループ間の橋渡し		Government: Set the Right Tone 政府：適切なトーンの設定		Media: De-Escalate Tensions メディア：緊張の緩和	
Help distrusting groups understand each other 不信感を抱くグループ同士が互いを理解できるように支援する	79	Avoid rhetoric that blames or vilifies particular groups 特定のグループを 非難したり悪者扱いしたりする ようなレトリックを避ける	80	Dedicate equal time and coverage to different viewpoints on big issues 重要な課題について、異なる立場に対して 平等な時間と報道機会 を割く	81
Establish local community mediation programs 地域におけるコミュニティ調停プログラムを設立する	77	Require politicians to engage in civil discourse 政治家に対して、 礼節ある対話 を行うことを求める	79	Write accurate headlines instead of exaggerated or fear-inducing ones 誇張的・不安をあおる見出しではなく、 正確な見出し を書く	81



Business: Showcase Best Practices for Trust Brokering

企業：信頼の仲介のベストプラクティスを示す

Percent who say
そのように思う人の割合

GLOBAL 28

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

企業が、不信感を抱くグループ間の信頼構築を促進するために**有効な戦略**は：

	Global 28	Low income 低所得層	Middle income 中間所得層	High income 高所得層
Bring employees into the workplace to interact with people who are different than them 従業員が自分とは異なる背景や考えを持つ人々と交流できる機会を職場で設ける	74	70	76	78
Partner with unexpected organizations to initiate cross-cultural or cross-political conversations 意外性のある組織と連携し、異文化間・異なる政治的立場間の対話を促進する	68	63	70	72

*Consensus across
income levels*
全所得層で共通の認識



Employers: Scale Trust Brokering Across the Workforce

私の会社：信頼の仲介を組織全体へ拡大せよ

Percent of employees who say
そのように思う従業員の割合

GLOBAL 28

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

私の会社が、不信感を抱くグループ間の信頼構築を促進するために**有効な戦略**は：

	Global 28	Low income 低所得層	Middle income 中間所得層	High income 高所得層
Promote a shared identity and culture so that employees are reminded of what unites them rather than divides them 従業員が分断ではなく共通点を意識できるよう、 共有されたアイデンティティや企業文化を促進 する	82	77	82	85
Build teams that will require people with different values to work together to succeed 異なる価値観を持つ人々 が協働して成果を出すチームを構築する	81	77	82	84
Provide mandatory employee training for engaging in constructive dialogue amid conflict 対立がある状況下でも建設的な対話 を行うための従業員向け必須研修を実施する	80	77	81	82



CEOs: Lead By Example

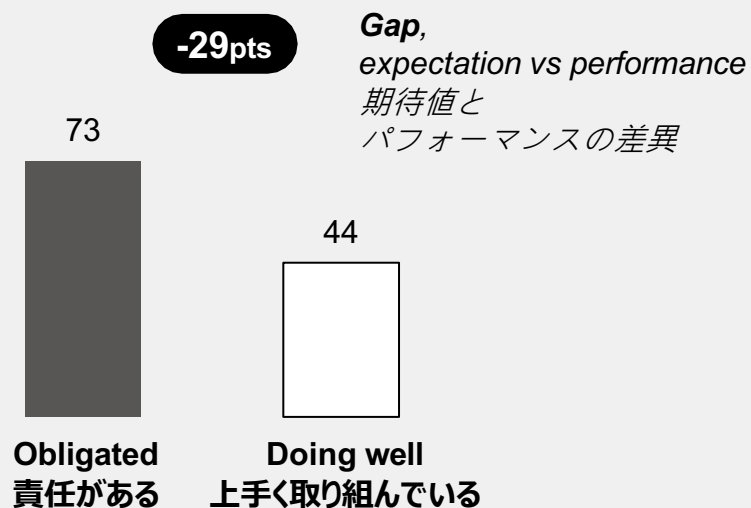
CEO：自ら模範を示せ

Percent who say
そのように思う人の割合

GLOBAL 28

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

互いに不信感を抱く人々のグループ間の分断を乗り越え、信頼構築を促進するという観点で、CEOは…



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

企業が、不信感を抱くグループ間の信頼構築を促進するために**有効な戦略**は：

Ensure CEOs consult people with different values and backgrounds when making business decisions
CEOが経営判断を行う際に、異なる価値観や背景を持つ人々の意見を取り入れるようにする

75

Have CEOs constructively engage with groups who criticize or distrust the company
CEOが企業を批判したり不信感を抱いたりしているグループと建設的に対話する

74

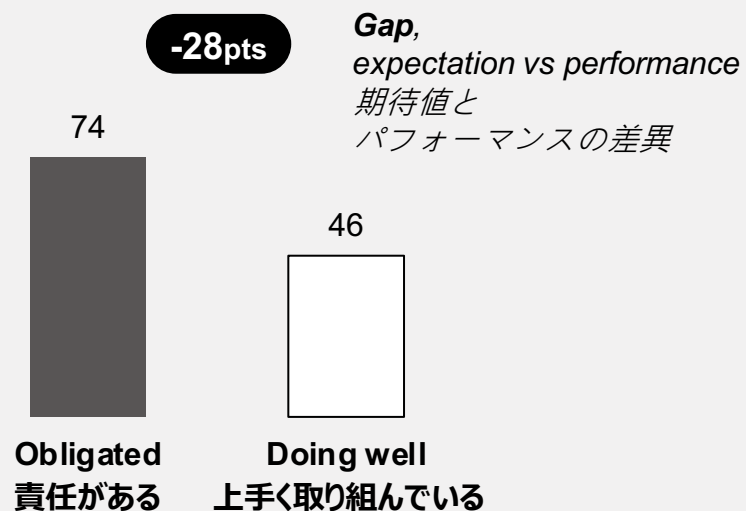
CEOs: Lead By Example

日本でも、CEO自らが模範を示すことが必要とされている

In Japan, percent who say
そのように思う人の割合（日本）

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

互いに不信感を抱く人々のグループ間の分断を乗り越え、信頼構築を促進するという観点で、CEOは…



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

企業が、不信感を抱くグループ間の信頼構築を促進するために**有効な戦略**は：

Ensure CEOs consult people with different values and backgrounds when making business decisions
CEOが経営判断を行う際に、異なる価値観や背景を持つ人々の意見を取り入れるようにする

62

Have CEOs constructively engage with groups who criticize or distrust the company
CEOが企業を批判したり不信感を抱いたりしているグループと建設的に対話する

61

Social Media: Leverage Established Relationships to Boost Institutional Trust

ソーシャルメディア：既存の関係性を活用し、組織への信頼を高めよ

Percent who say
そのように思う人の割合

GLOBAL 28

I trust a financial influencer (44%)
and if they endorsed
a financial service company I *distrusted* ...
私は金融系インフルエンサーを信頼している
(44%)。その人が、自分が信頼していない金
融サービス企業を推奨した場合…

I trust a food and lifestyle influencer (48%)
and if they endorsed
a food company I *distrusted* ...
私はフード／ライフスタイル系インフルエンサーを信
頼している (48%)。その人が、自分が信頼して
いない食品企業を推奨した場合…

I would **still trust** this person and I would **trust or consider trusting**
the company
私は引き続きこの人物を信頼し、その企業も信頼するか検討する

57

62

I would **still trust** this person and I would continue to **distrust** the
company
私は引き続きこの人物を信頼するが、その企業に対しては引き続き不信感
を持つ

23

20

I would **lose trust** in this person and I would continue to **distrust** the
company
私はこの人物への信頼を失い、その企業に対しても引き続き不信感を持つ

15

14

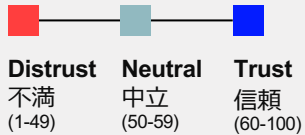


Successful Trust Brokering Can Help Close the Income-Based Trust Gap

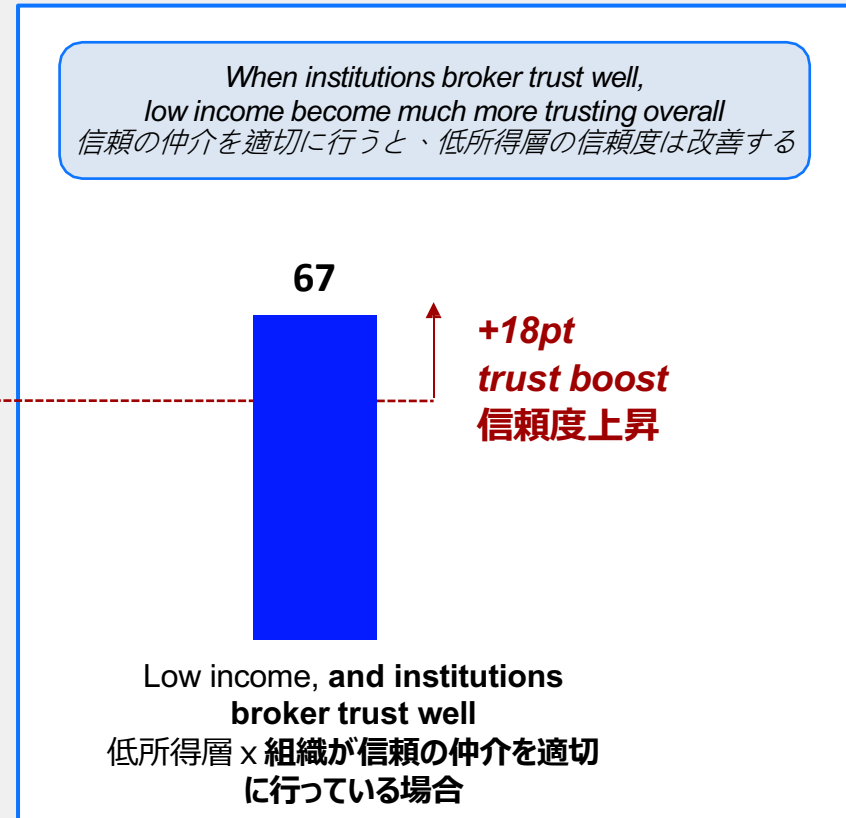
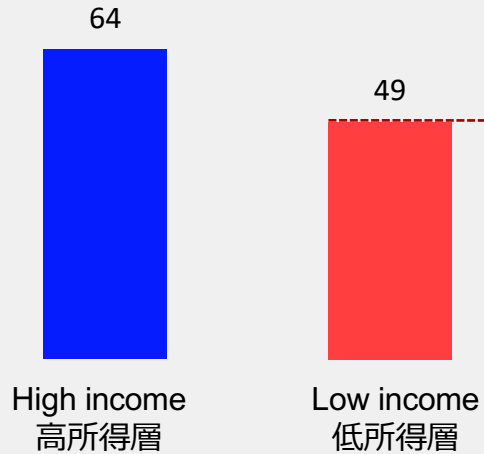
信頼の仲介の成功は、所得による信頼格差の縮小に貢献する

Trust Index
信頼指数

GLOBAL 27 excl. China



Trust Index
信頼指数
(average percent trust in business, government, media, NGOs)
(企業、政府、メディア、NGOに対する平均信頼率)



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

閉鎖時代における信頼の仲介

1

Pervasive insularity stalls progress

閉鎖性の蔓延が進歩を阻む

経済的不確実性、解消されない不安、悲観的な見通しが、安全と確実性を求める内向きの意識への転換を加速させている。

いまや閉鎖的な信頼意識が世界的に広がっており、10人中7人が自分と異なる相手を信頼することに消極的、あるいはためらいを感じている。

このような状況では、完全な価値観の一致が信頼の前提条件となりつつあり、事実上、達成不可能なものとなっている。

2

Business must address insularity

企業は閉鎖性に向き合わなければならない

閉鎖性や解消されない相違が放置されれば、職場の生産性は停滞し、CEOのリーダーシップは損なわれ、イノベーションに対する抵抗は一層強まる。

地政学的閉鎖性に対抗するためには、多国籍企業は、ローカルな関係構築への長期的な投資を中核とする「ポリナショナル（多拠点国家型）」モデルへと進化しなくてはならない。

3

Trust brokering is a strategy and skillset

信頼の仲介は戦略であり、スキルである

信頼の仲介は、組織によっても個人によっても実行できる。

人々を変えようとするのではなく、「今いる地点」で向き合うことに焦点を当てるアプローチである。

偏見を持たずに耳を傾けること、異なる現実を翻訳することは、信頼の仲介者に求められる重要なスキルである。これが効果的に実践されれば、分断を越える架け橋となれる。

4

Employers positioned to scale trust brokering

「私の会社」は信頼の仲介を拡大する最適な立場にある

信頼の仲介に関して、「私の会社」は期待値とパフォーマンス評価の差異が最も小さく、従業員からは高い信頼を得ている。

そのため、対立解決トレーニングの実施や、異なる価値観を持つ人々と共に働き交流する機会の創出を通じて、信頼の仲介を組織全体に広げるのに最適な立場にあると言える。

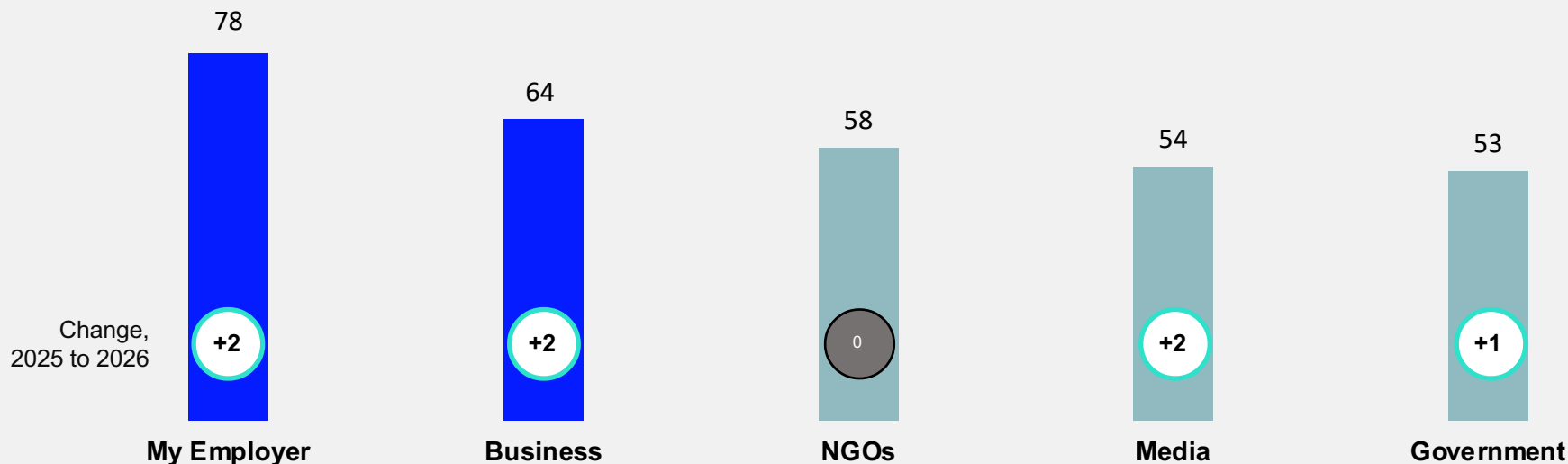
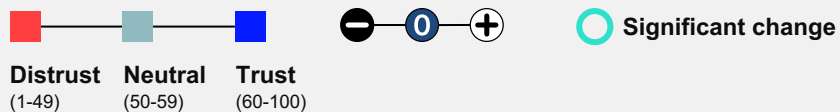
Supplemental Data Appendix



Trust Increases For Each Institution Except NGOs; Only My Employer and Business Trusted

Percent trust

GLOBAL 28



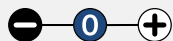
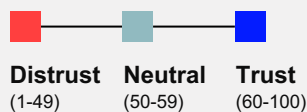
2026 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. "My employer" only asked to those who are employees of an organization.



My Employer Trusted in 27 of 28 Countries Measured

Percent of employees who say

GLOBAL 28



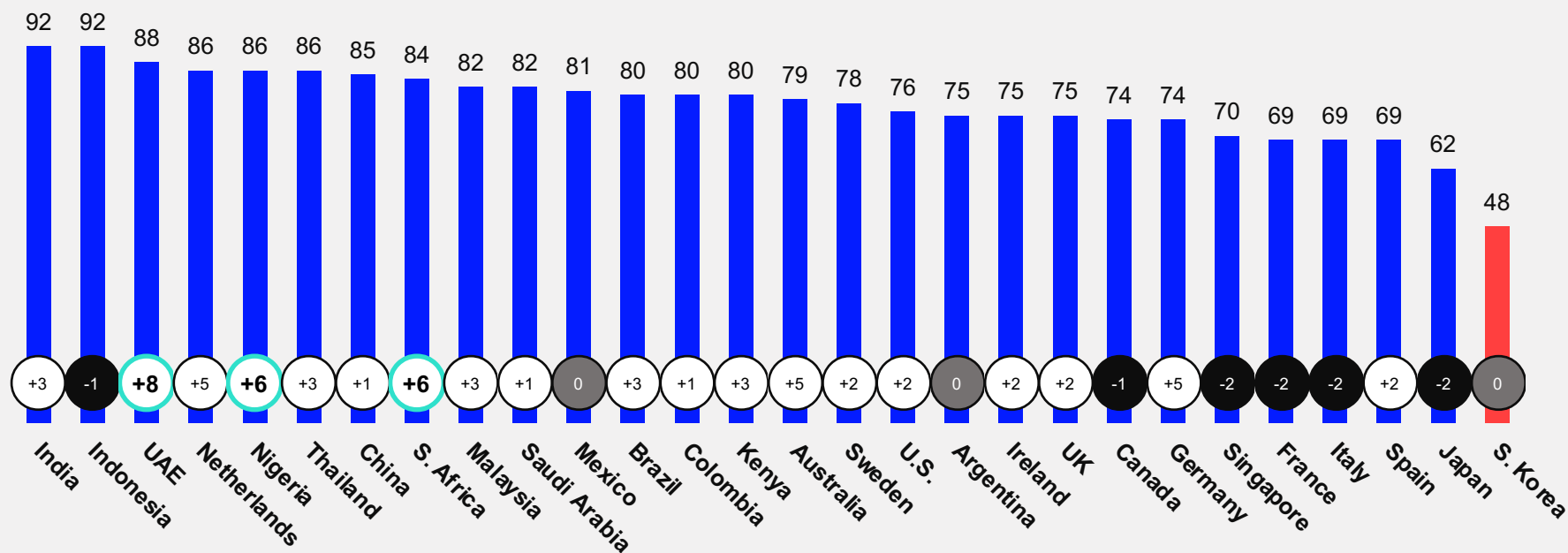
○ Significant change

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.

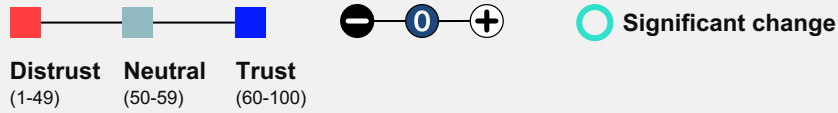
Attribute only asked to those who are employees of an organization (Q13/1)



Business Trusted in 15 of 28 Countries Measured

Percent who say

GLOBAL 28

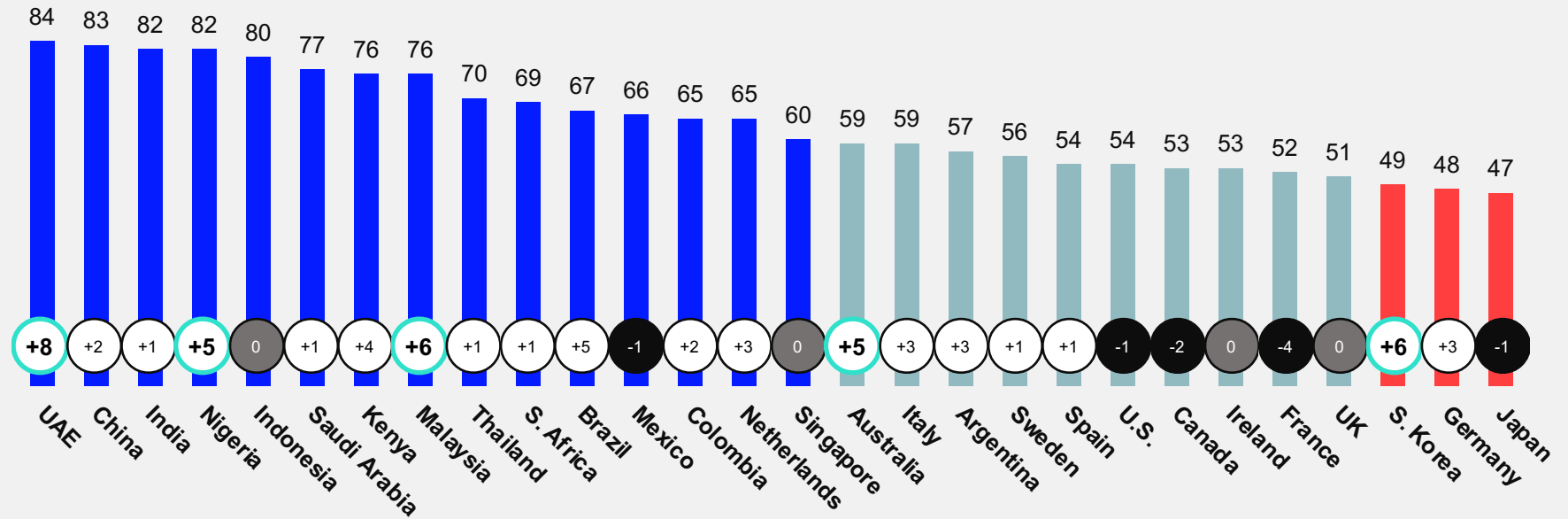


I trust **business** to do what is right

64

+2 pts

Change, 2025 to 2026



2026 Edelman Trust Barometer. TRU_INS. Below is a list of institutions.

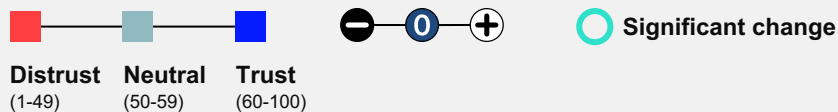
For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t test set at the 99%+



NGOs Trusted in 12 of 28 Countries Measured

Percent who say

GLOBAL 28

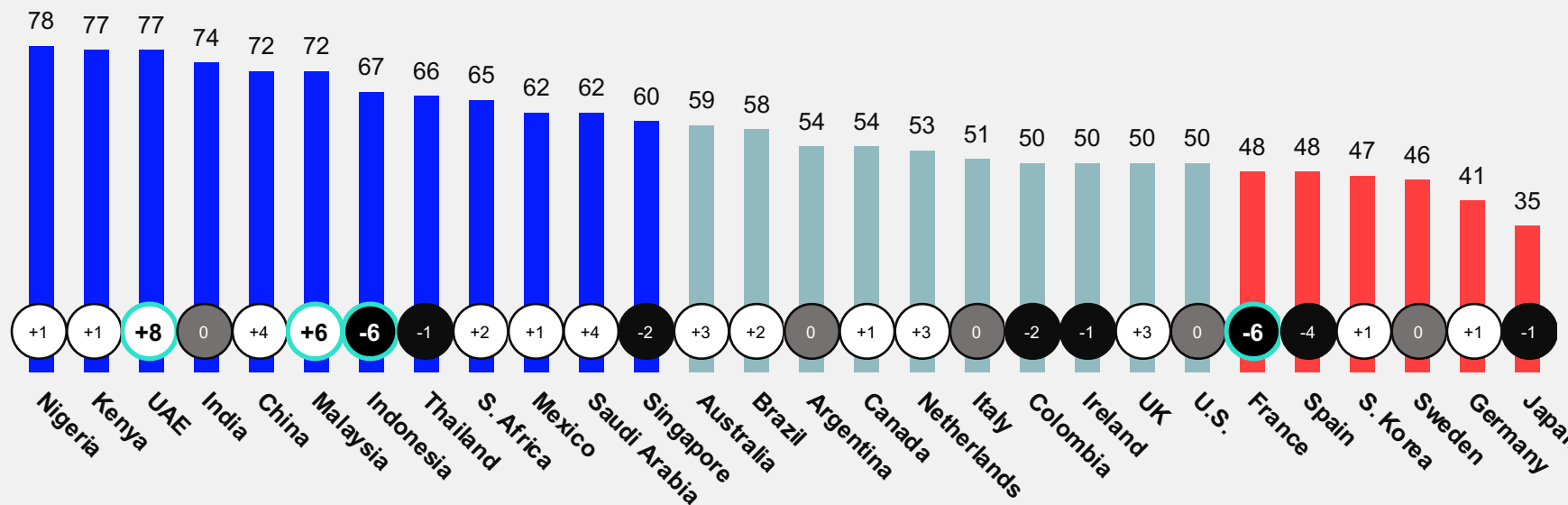


I trust NGOs to do what is right

58

0 pts

Change, 2025 to 2026



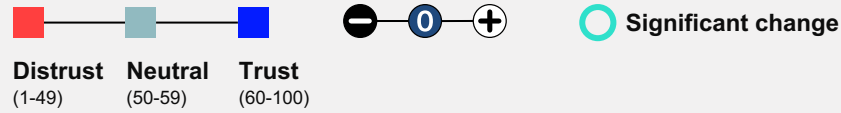
2026 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t test set at the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



Media Distrusted in 13 of 28 Countries Measured

Percent who say

GLOBAL 28

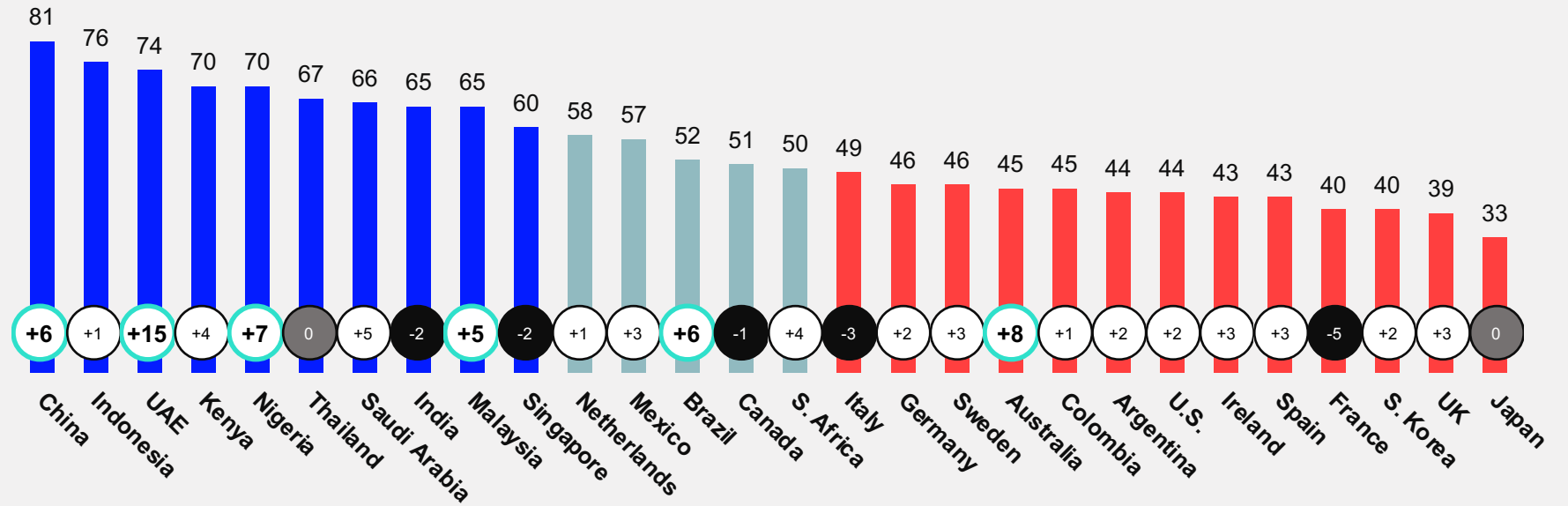


I trust **media**
to do what is right

54

+2
pts

Change,
2025 to 2026



2026 Edelman Trust Barometer. TRU_INS. Below is a list of institutions.

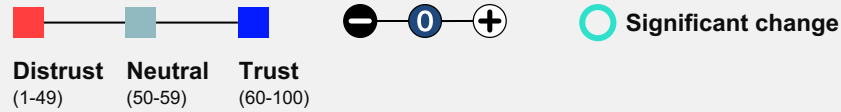
For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t test set at the 99% +



Government Distrusted in 14 of 28 Countries Measured

Percent who say

GLOBAL 28

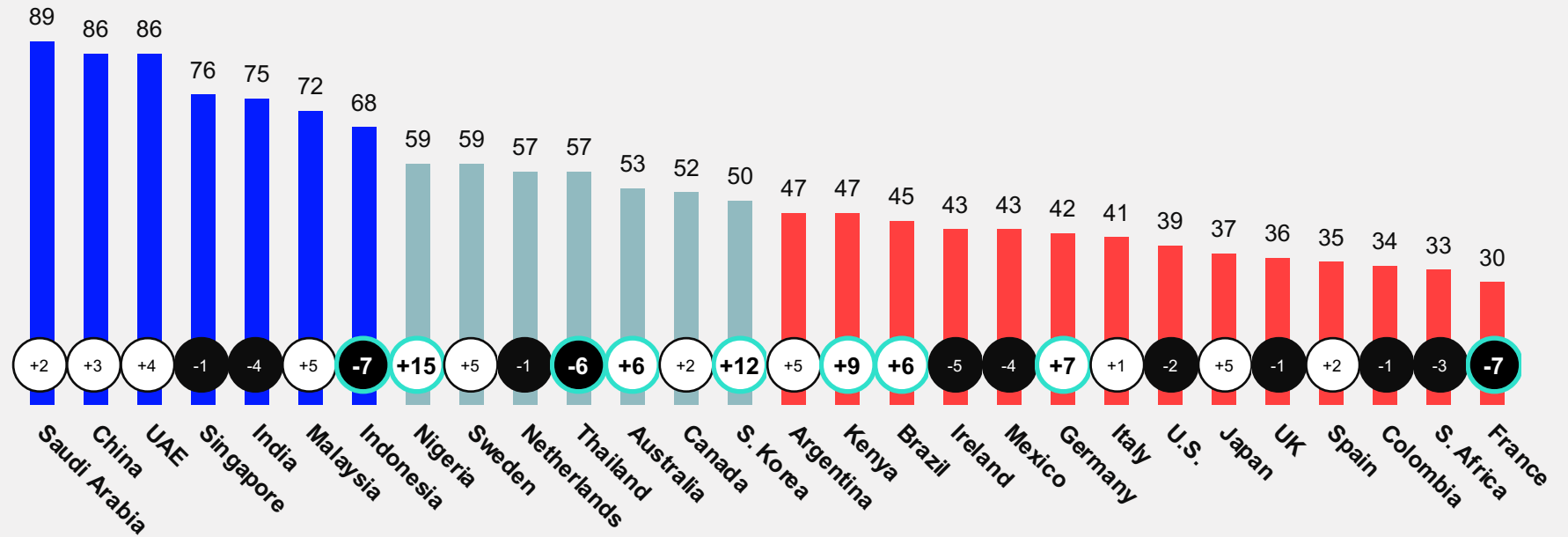


I trust **government** to do what is right

53

+1 pt

Change, 2025 to 2026



2026 Edelman Trust Barometer. TRU_INS. Below is a list of institutions.

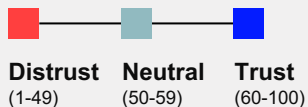
For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t test set at the 99% +



High and Low Income Have Different Trust Realities

Trust Index

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



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

2026 High income (top 25%)

Trust Index	Country
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%)

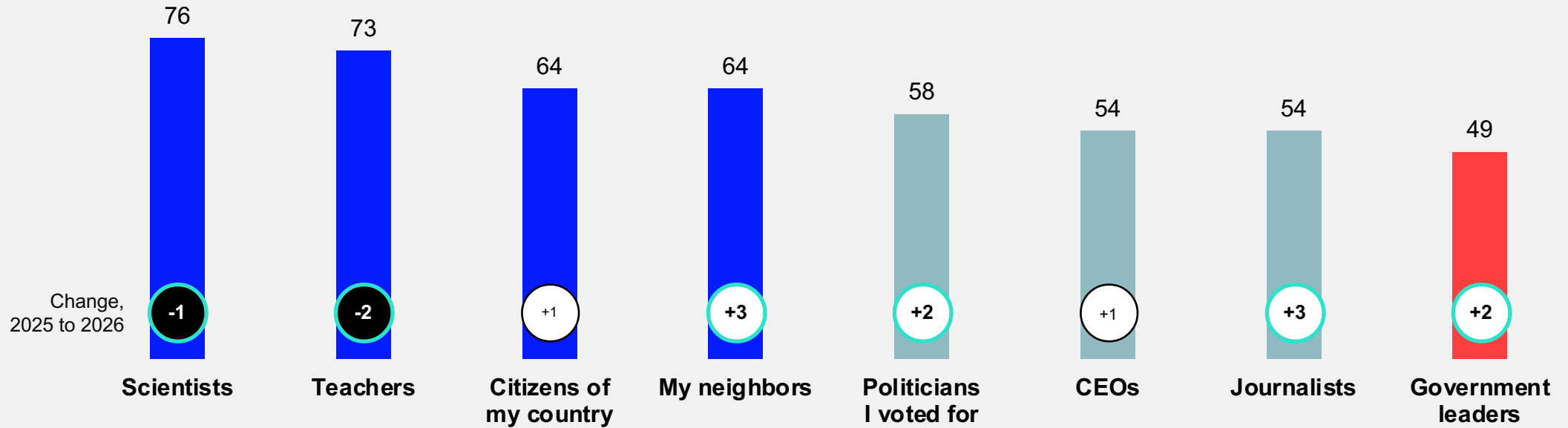
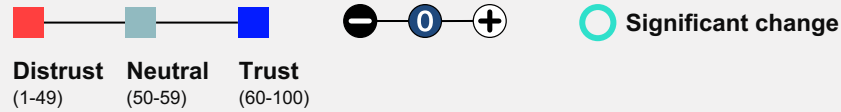
Trust Index	Country
50	Global 28
73	China
67	Malaysia
66	Kenya
66	UAE
64	India
64	Saudi Arabia
60	Indonesia
59	Nigeria
55	Singapore
54	Thailand
53	Brazil
53	S. Africa
50	Mexico
50	Netherlands
46	Canada
46	Italy
44	Argentina
44	Australia
44	Sweden
41	Colombia
41	Ireland
40	S. Korea
38	UK
36	Spain
35	Germany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



Despite Decline, Scientists and Teachers Remain Most Trusted

Percent trust

GLOBAL 28



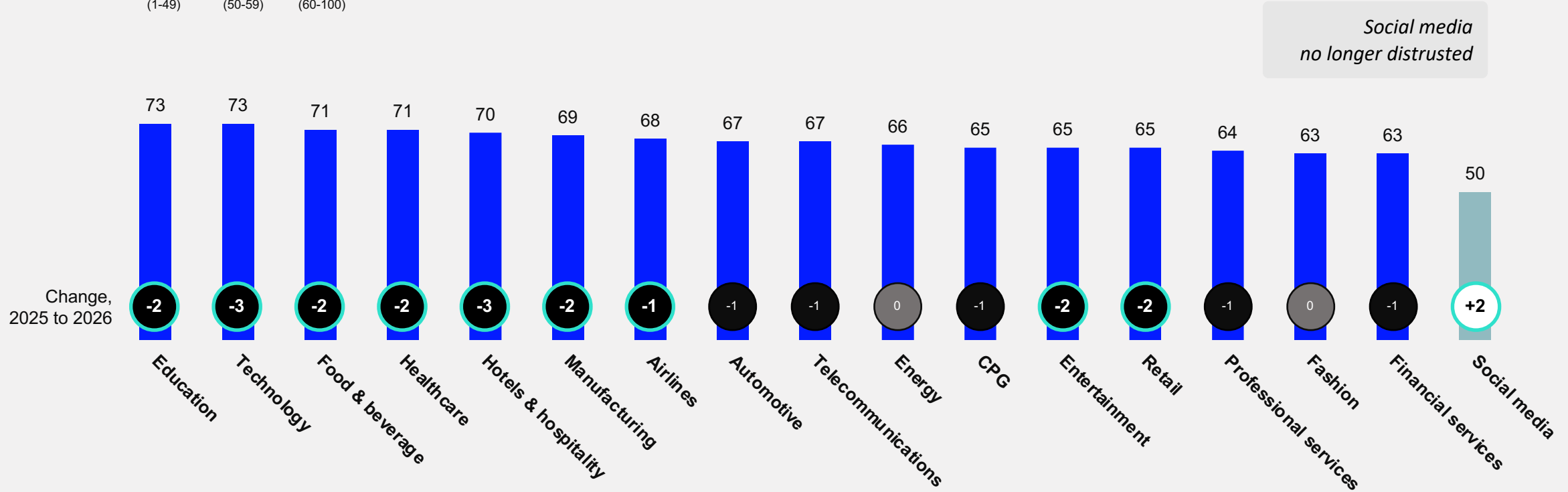
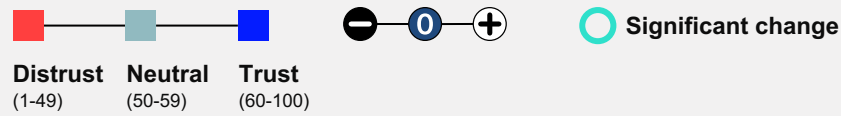
2026 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. General population, 28 mkt avg. Year over year changes were tested for significance using a t



Despite Declines, Most Industry Sectors Remain Trusted

Percent trust

GLOBAL 28

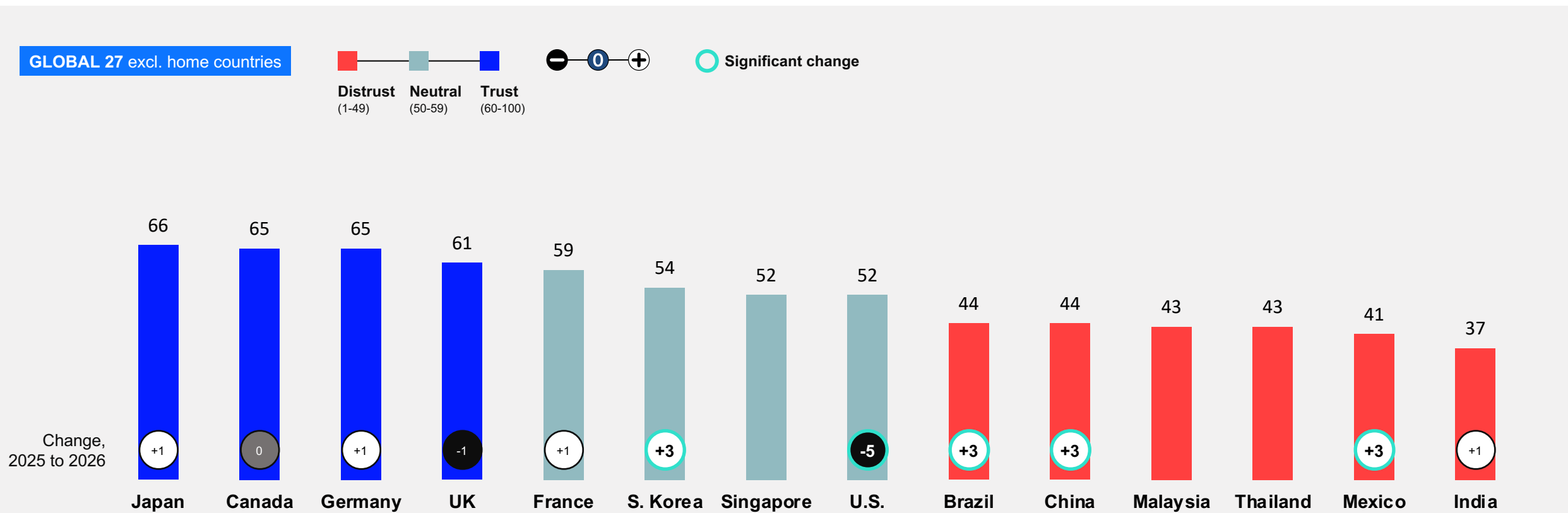


2026 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Trust in Companies Headquartered in Foreign Countries

Percent trust in companies headquartered in each country, among respondents from outside each country being rated



2026 Edelman Trust Barometer. TRU_NAT. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 27-mkt avg. Data excludes respondents from the country being rated. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



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

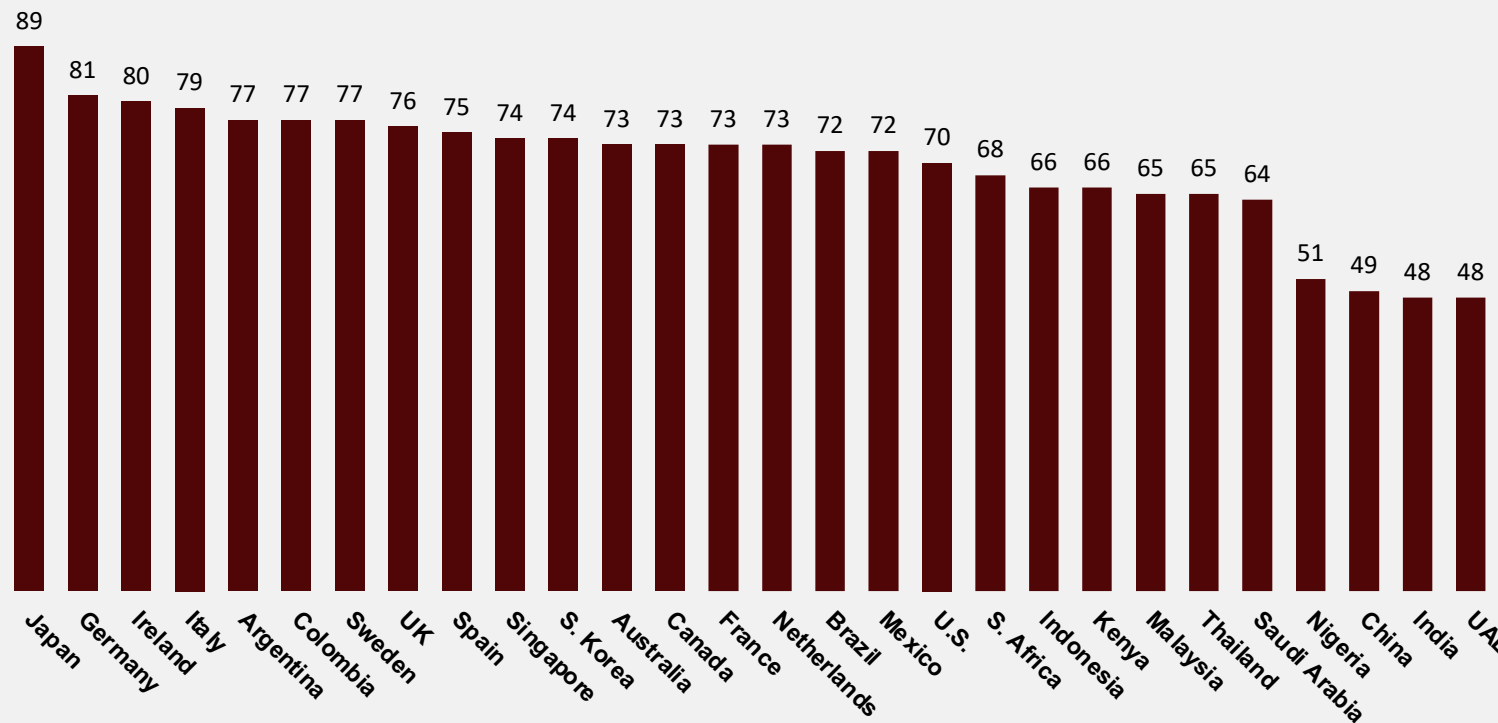
On average, percent who say

GLOBAL 28

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

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

70%



Majority Across Demographics Have an Insular Trust Mindset Toward Others

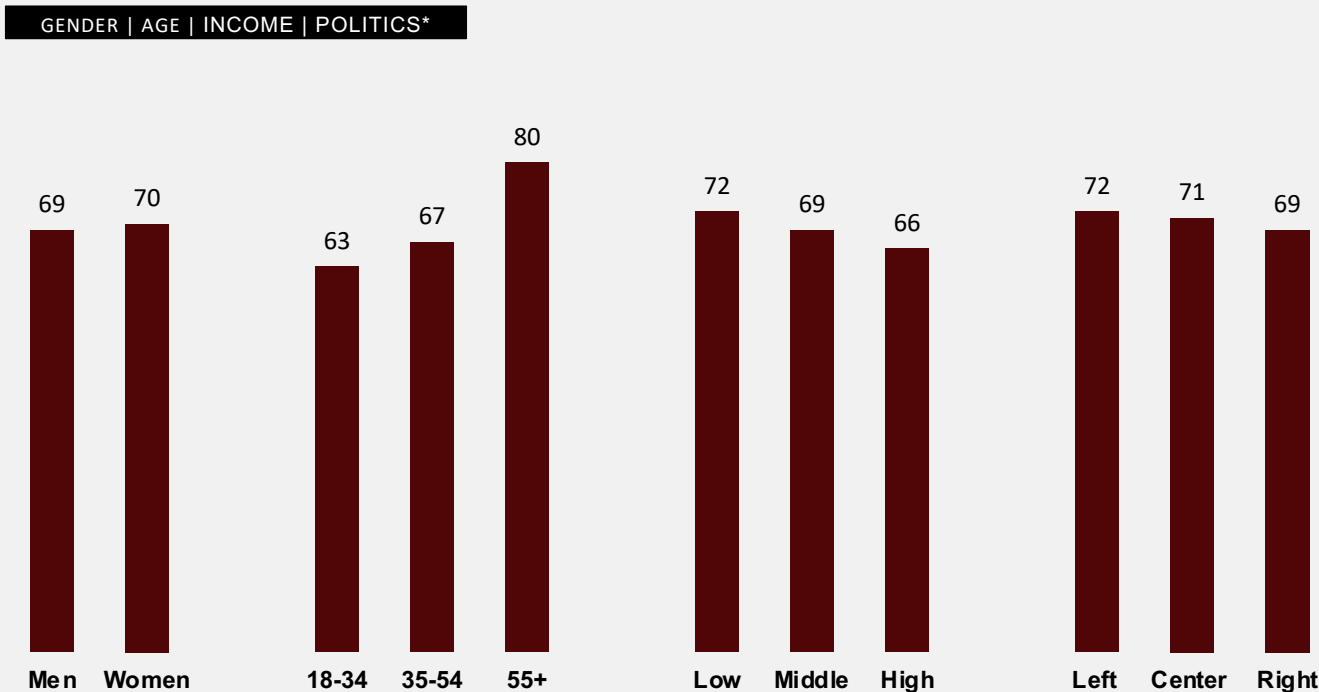
On average, percent who say

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., and by gender, age, income and political leaning. Data shown reflects the sum of the percentages of respondents in the hesitant and unwilling groups. *Political leaning is not asked in China, Saudi Arabia, Thailand or the UAE and represents a 24-mkt-avg. For a full explanation of how the insularity segments were created, please see the Technical Appendix.



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 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



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 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

<p>Question text</p>	<p>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.)</p>
<p>Scale points</p>	<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
<p>Dimensions of difference</p>	<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 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.



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



2026 Edelman Trust Barometer:

Full Text for Shortened Answer Choices

Trust Brokering Begins With Acknowledgement and Acceptance of Differences

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

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



2026 Edelman Trust Barometer:

Full Text for Shortened Answer Choices

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

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

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



2026 Edelman Trust Barometer:

Full Text for Shortened Answer Choices

International Trust Brokering Hinges on Long-Term, Local Relationships

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

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



2026 Edelman Trust Barometer:

Full Text for Shortened Answer Choices

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

[INS]_BRK. For each of the [INS] actions listed below, please indicate whether you feel it would be an effective strategy or not for actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society.

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



2026 Edelman Trust Barometer:

Full Text for Shortened Answer Choices

Business: Showcase Best Practices for Trust Brokering

BUS_BRK. For each of the business actions listed below, please indicate whether you feel it would be an effective strategy or not for actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society.

Shortened text

Bring employees into the workplace to interact with people who are different than them

Full text

Bringing employees into a physical workplace so that they have opportunities to interact with people who have different beliefs, experiences, values, and ideas about solving problems than they do

Partner with unexpected organizations to initiate cross-cultural or cross-political conversations

Partnering with unexpected organizations such as advocacy groups that are not normally associated with the brand or business to initiate cross-cultural or cross-political conversations



2026 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Employers: Scale Trust Brokering Across the Workforce

EMP_BRK. For each of the employer actions listed below, please indicate whether you feel it would be an effective strategy or not for actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society.

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



2026 Edelman Trust Barometer:

Full Text for Shortened Answer Choices

CEOs: Lead By Example

BUS_BRK. For each of the business actions listed below, please indicate whether you feel it would be an effective strategy or not for actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society.

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



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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