

# INTERPERSONAL TRUST ACROSS THE WORLD

A 30-country Global Advisor survey  
March 2022

For more information: <https://www.ipsos.com/en/interpersonal-trust-across-the-world>

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GAME CHANGERS



# THE BIG PICTURE

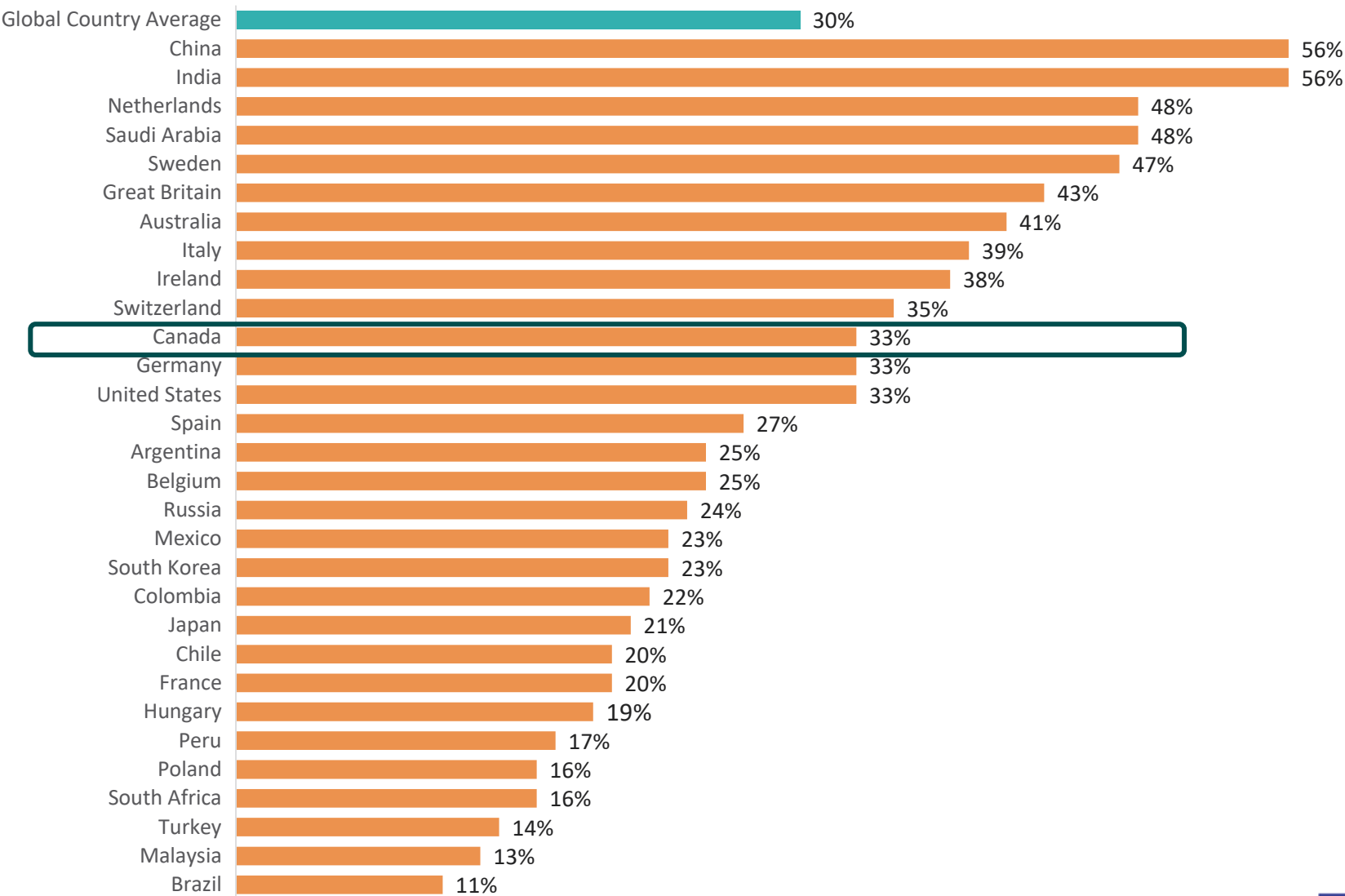
- Ipsos' tracking of sense of Social Cohesion (part of Ipsos Context Advantage Knowledge Suite) across 28 countries has shown that societies have been becoming less cohesive over the past couple of years.
- Specifically in Canada, we have found that, for example, trust in other Canadians to do what is in the best interest of the country has dropped from 72% in late 2020 to 61% today. Similarly, the belief that "I have the same outlook on life/priority issues as other Canadians" has dropped from 73% to 67%, while trust in government to do what is right has dropped from 58% to 43%.
- Further evidence of an erosion in Social Cohesion is found in findings from our recent 30 country study which probed interpersonal trust, a key measure of social capital.
- Globally, only 30% of citizens believe that most people can be trusted, against 70% who believe that you can't be too careful dealing with people.
- In Canada, only 33% of citizens believe that most people can be trusted, against 67% who believe that you can't be too careful dealing with people.
- Governments and companies disregard issues associated with Social Cohesion at their own peril. Governments are very challenged to govern when citizens are significantly fragmented. Companies (and the economy more broadly) are challenged in their marketing, sales, etc. when consumers are divided into various socio-political camps.
- Ipsos continues to monitor trends in Social Cohesion and public sentiment and issues regular updates.

# INTERPERSONAL TRUST BY COUNTRY

% “Most people can be trusted”

Q. Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?

- In Canada, only 33% of citizens believe that most people can be trusted, against 67% who believe that you can't be too careful dealing with people.
- Canada ranks in the middle of the spectrum when compared to 29 other countries.



Base: 22,534 online adults aged 16-74 or 18-74 across 30 countries  
The “Global Country Average” reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.  
The samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population.



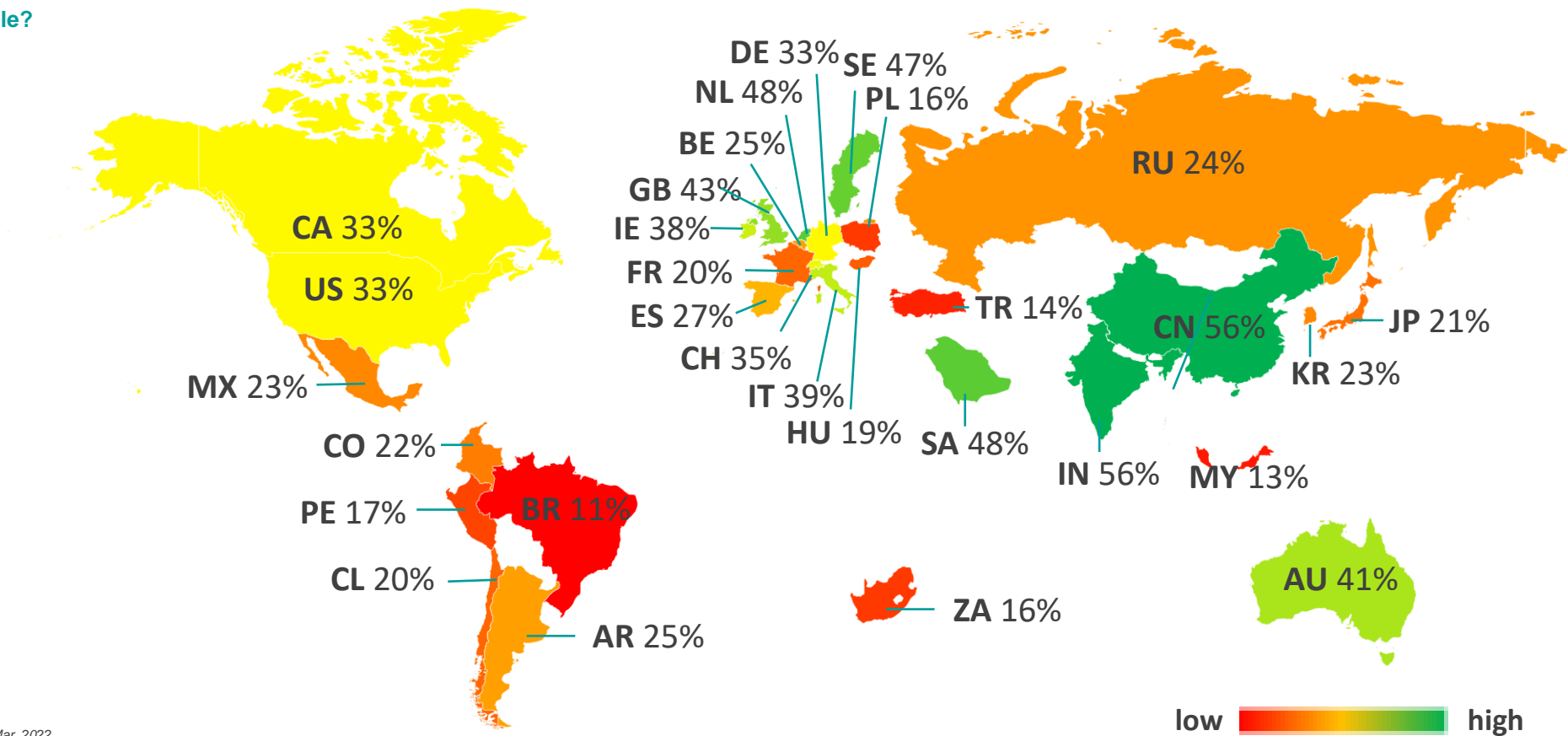
# INTERPERSONAL TRUST BY COUNTRY

Q. Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?

- Interpersonal trust is uniformly low across Latin America and close to the global average in North America
- Levels vary widely across countries within other regions: In Europe, from 48% in the Netherlands to only 16% in Poland; and in the Asia-Pacific region, from 56% in China and India to 13% in Malaysia

% “Most people can be trusted”

30-Country Average: 30%



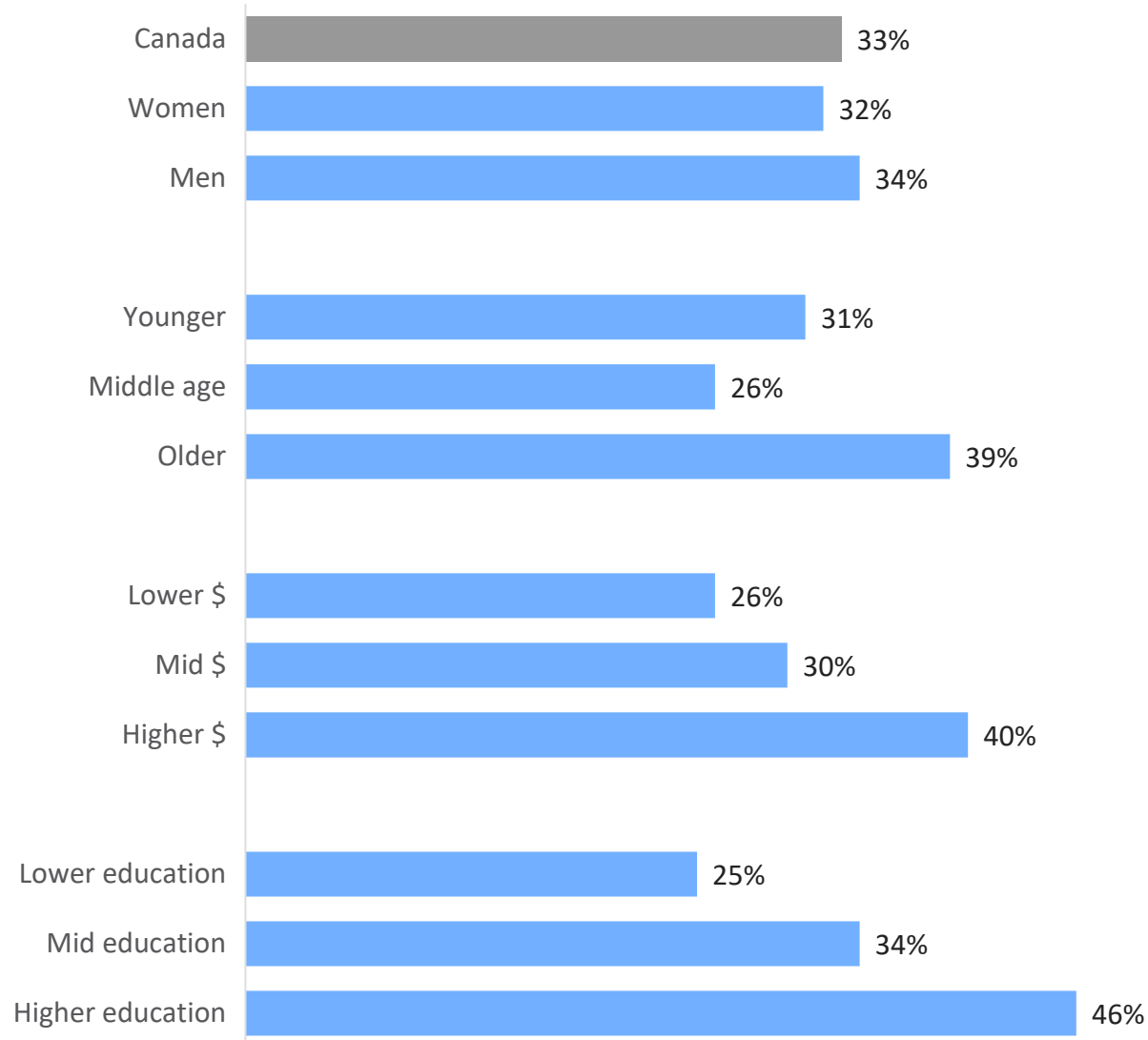
Base: ca. 500, 1,000, or 2,000 adults under 75 in each country, Feb.–Mar. 2022  
Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.

# INTERPERSONAL TRUST AND DEMOGRAPHICS

% “Most people can be trusted”

Q. Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?

- In Canada, while men and women hold similar views about trusting others, significant differences exist between generational views or by other characteristics such as income and education.
- Older Canadians, higher income Canadians and higher education Canadians are more trusting, in comparison to those in middle age groups, or with a lower income and or education.



# Methodology

These are the findings of a 30-country Ipsos survey conducted February 18 – March 4, 2022, among 22,534 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16-74 in 26 other countries, via Ipsos's Global Advisor online survey platform.

Each country's sample consists of ca. 2000 individuals in Japan and the United States, ca. 1000 individuals in Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, and Spain, and ca. 500 individuals in Argentina, Belgium, Chile, Colombia, Hungary, India, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, Switzerland, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, Switzerland, and the United States can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

The Global average reflects the average result of all the countries and markets where the survey was conducted that year. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on Ipsos's use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

# ABOUT IPSOS

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Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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# GAME CHANGERS

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

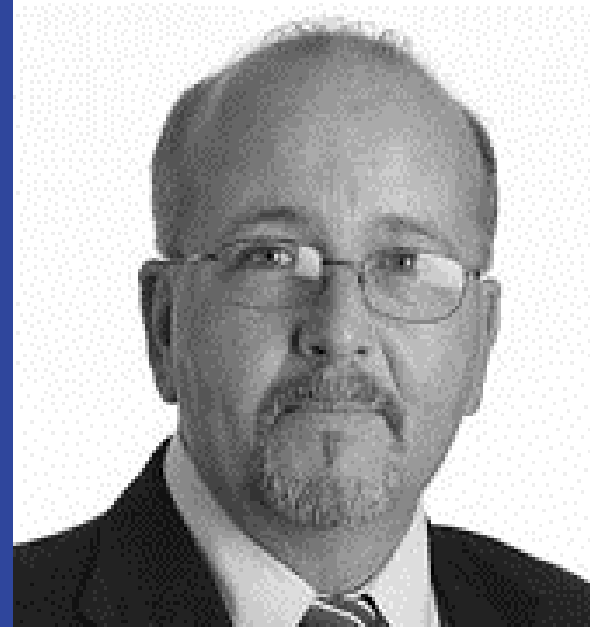
So that our clients can act faster, smarter and bolder.  
Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**

# CONTACT FOR MORE INFORMATION



**Sanyam Sethi**  
Vice President,  
Canadian Public Affairs

[sanyam.sethi@ipsos.com](mailto:sanyam.sethi@ipsos.com)



**Chris Martyn**  
Chief Research Officer,  
Ipsos Public Affairs

[Chris.Martyn@Ipsos.com](mailto:Chris.Martyn@Ipsos.com)