# INTERPERSONAL ACROSS HE VORID

A 30-country Global Advisor survey March 2022

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

#### **GAME CHANGERS**

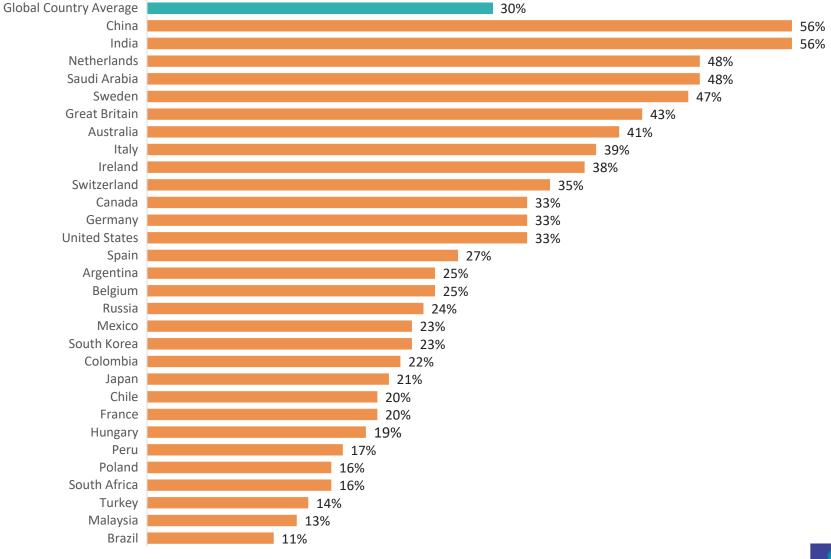


# INTERPERSONAL TRUST BY COUNTRY

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

- On average, across 30 countries surveyed, 30% say most people can be trusted
- Among these countries, interpersonal trust is most prevalent in China and India where 56% say most people can be trusted.
- It is least prevalent in Brazil, Malaysia, and Turkey where fewer than 15% say most people can be trusted

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.

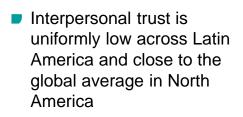




# INTERPERSONAL TRUST BY COUNTRY

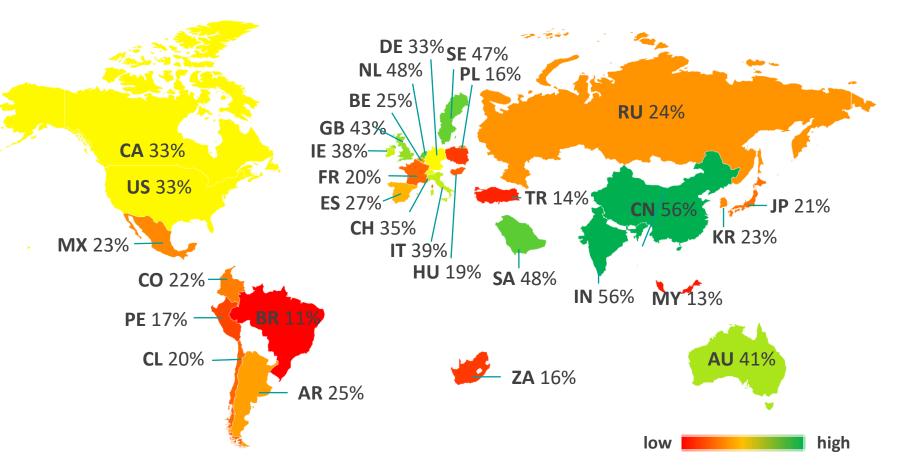
% "Most people can be trusted"

30-Country Average: 30%



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

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



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 BY KEY DEMOGRAPHICS

#### % "Most people can be trusted"

30-Country Average 30%

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

 Globally, the propensity to trust others is greater among those who are business decision-makers, holders of a higher education degree, affluent, married, older, and male.

Yes 38% **Business-decision maker?** 27% No Lower 26% Education Medium 28% High 35% Yes 33% Married? No 27% Under 35 28% 34-49 Age 29% 50-74 33% Male 32% Gender Female 27% 26% Lower Medium Household income 30% High 32%

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 GENDER

% "Most people can be trusted"

-		-	Males	Females	Difference
u say that	Global Country Average	30%	32%	27%	+5
hat you	Ireland	38%	45%	31%	+14
ith people?	Netherlands	48%	55%	42%	+13
	Poland	16%	21%	11%	+10
	Great Britain	43%	48%	38%	+10
tend to	South Korea	23%	27%	19%	+8
people	Australia	41%	45%	37%	+8
-	Chile	20%	24%	16%	+8
	Turkey	14%	18%	10%	+8
e case in	Colombia	22%	26%	19%	+7
Poland,	Brazil	11%	14%	8%	+6
	France	20%	23%	17%	+6
	United States	33%	36%	30%	+6
omen	Peru	17%	21%	15%	+6
ly than	Argentina	25%	28%	23%	+5
an be	Germany	33%	35%	30%	+5
	Italy	39%	42%	37%	+5
	Switzerland	35%	37%	33%	+4
	Saudi Arabia	48%	50%	46%	+4
	South Africa	16%	18%	14%	+4
	Malaysia	13%	15%	12%	+3
	Canada	33%	34%	32%	+2
	Spain	27%	27%	26%	+1
	India	56%	6 56%	56%	0
	Russia	24%	24%	24%	0
	Hungary	19%	19%	19%	0
	Japan	21%	21%	22%	-1
e ou mérie o	Sweden	47%	46%	48%	-2
countries or all the countries and	China	56%	6 55%	58%	-3
adjusted to the population est a total result.	Belgium	25%	23%	26%	-3
India, Malaysia, Mexico, Turkey are more urban, ulation	Mexico	23%	20%	27%	-7

Q. Generally speaking, would yo most people can be trusted, or the can't be too careful in dealing wi

- In most countries, males be more trusting of other than are females
- This is most especially th Ireland, the Netherlands, and Great Britain
- The only country where w are significantly more like men to say most people of trusted is Mexico

Base: 22,534 online adults aged 16-74 or 18-74 across 30 The "Global Country Average" reflects the average result markets where the survey was conducted. It has not been size of each country or market and is not intended to sugg The samples in Brazil, Chile, China (mainland), Colombia Peru, Russia, Saudi Arabia, Singapore, South Africa, and more educated, and/or more affluent than the general population.



# **INTERPERSONAL TRUST AND AGE**

#### % "Most people can be trusted" 50-74 vs. Under 35

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

- Globally, interpersonal trust tends to be more prevalent among adults
- Age-based differences in social trust are most acute in Ireland, Spain, South Korea, Australia, China, Colombia, Mexico and Turkey – all countries where the percentage of those who say "most people can be trusted" is at least 10 points higher among those aged 50-74 than it is among those under the age of 35

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, Malavsia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population.

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			Age Under 35	Age 35-49	Age 50-74	50-74 vs. Under 35 Difference
Global Country Average	30%		28%	29%	33%	+5
Ireland	3	8%	31%	41%	48%	+17
Spain	27%		17%	28%	33%	+16
South Korea	23%		16%	20%	31%	+15
Australia		41%	38%	33%	50%	+12
China		56%	48%	63%	60%	+12
Colombia	22%		19%	23%	30%	+11
Mexico	23%		18%	27%	28%	+10
Turkey	14%		14%	7%	24%	+10
Argentina	25%		20%	29%	29%	+9
Canada	33%		31%	26%	39%	+8
Russia	24%		20%	25%	27%	+7
Japan	21%		19%	17%	26%	+7
Sweden		47%	45%	43%	50%	+5
Netherlands		48%	45%	52%	49%	+4
Chile	20%		18%	20%	21%	+3
United States	33%		32%	31%	35%	+3
Great Britain		43%	44%	35%	46%	+2
Italy		39%	38%	39%	40%	+2
India		56%	54%	59%	56%	+2
Brazil	11%		8%	14%	10%	+2
France	20%		21%	16%	22%	+1
Peru	17%		18%	16%	19%	+1
Hungary	19%		21%	13%	22%	+1
South Africa	16%		17%	11%	18%	+1
Poland	16%		19%	11%	18%	-1
Germany	33%		32%	38%	30%	-2
Switzerland	35%	6	38%	31%	35%	-3
Belgium	25%		28%	22%	24%	-4
Malaysia	13%		16%	10%	10%	-6
Saudi Arabia		48%	44%	52%	NA	NA



INTERPERSONA	L TRUST	AND HOUSE	EHOLD Low income	Medium income	% "Most p High income	eople can be trusted" High vs. Medium Income Difference
INCOME	Global Country Average	30%	26%	30%	32%	+2
	Netherlands	48%	<u>а 38%</u>	51%	71%	+20
	Peru	17%	15%	17%	33%	+16
Q. Generally speaking, would you say that most people can be trusted, or that you	United States	33%	24%	28%	41%	+13
can't be too careful in dealing with people?	China		56% 48%	47%	59%	+12
built be too built in dealing with people .	Poland	16%	NA	6%	18%	+12
Within most countries, the	South Korea	23%	24%	15%	26%	+11
,	Canada	33%	26%	30%	40%	+10
prevalence of interpersonal trust	Saudi Arabia	48%	а́ 47%	45%	54%	+9
increases with people's household	Australia	41%	39%	41%	49%	+8
income.	Russia	24%	23%	18%	26%	+8
The Netherlands and Peru both	Sweden	47%	40%	46%	54%	+8
	Belgium	25%	20%	23%	31%	+8
show a difference of more than 15	Mexico	23%	15%	24%	30%	+6
points between the percentages of	France	20%	26%	18%	24%	+6
those with a higher income and	Germany	33%	26%	32%	38%	+6
those with a <i>medium</i> income who	Colombia	22%	20%	20%	25%	+5
say that most people can be	Switzerland	35%	32%	36%	40%	+4
trusted.	Great Britain	43%	35%	45%	49%	+4
แนรเยน.	Italy	39%	34%	39%	43%	+4
Both countries as well as the	South Africa	16%	13%	15%	17%	+2
United States, Canada, Sweden,	Malaysia	13%	16%	11%	13%	+2
Mexico, and Great Britain show a	Brazil	11%	16%	10%	11%	+1
	Chile	20%	19%	20%	20%	0
difference of more than 12 points	Turkey	14%	13%	15%	14%	-1
between higher-income earners	Japan	21%	21%	24%	22%	-2
lower-income earners	Ireland	38%	40%	38%	35%	-3
Base: 22,534 online adults aged 16-74 or 18-74 across 30 countries	India		56% 50%	60%	55%	-5
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	Argentina	25%	21%	31%	25%	-6
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,	Spain	27%	26%	31%	24%	-7
Peru, Russia, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population.	Hungary	19%	11%	29%	20%	-9

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ERSONA	L TRUST	AND				% "Most p	eople can be trusted"
ION				Low Education	Medium Education	High Education	High vs. Medium Education Difference
	Global Country Average	30%		26%	28%	35%	+7
	Netherlands		48%	32%	41%	63%	+22
	Belgium	25%		22%	19%	34%	+15
ould you say that	South Korea	23%		NA	14%	26%	+12
ed, or that you	Canada	33%		25%	34%	46%	+12
ling with people?	France	20%		12%	18%	30%	+12
	Italy	39%		NA	36%	48%	+12
ge education	Germany	33%		25%	31%	42%	+11
sting than	Peru	17%		NA	16%	26%	+10
	United States	33%		28%	32%	41%	+9
	China		56	5% NA	55%	64%	+9
Belgium, South	Ireland	38%		37%	32%	41%	+9
ance, Italy and	Sweden		47%	45%	44%	52%	+8
a difference of	Saudi Arabia		48%	55%	39%	47%	+8
s between the	Switzerland	35%		39%	31%	38%	+7
se with a higher	Chile	20%		NA	16%	23%	+7
<b>U</b>	Hungary	19%		NA	16%	23%	+7
e with a	Mexico	23%		23%	23%	29%	+6
ucation who	Australia	419	%	39%	39%	43%	+4
le can be	Great Britain	43	3%	35%	43%	47%	+4
	Colombia	22%		11%	22%	25%	+3
	Malaysia	13%		17%	10%	13%	+3
country where	Brazil	11%		11%	10%	13%	+3
er education	Spain	27%		29%	22%	25%	+3
to be trusting	India		56	5% NA	54%	57%	+3
<b>J</b>	Poland	16%		NA	16%	18%	+2
	Japan	21%		19%	24%	25%	+1
74 across 30 countries	Argentina	25%		25%	25%	26%	+1
rage result for all the countries and	South Africa	16%		14%	17%	18%	+1
as not been adjusted to the population ded to suggest a total result.	Turkey	14%		14%	16%	15%	-1
), Colombia, India, Malaysia, Mexico, Africa, and Turkey are more urban, general population.	Russia	24%		30%	24%	18%	-6

### INTERPERSONAL TRUST AND **EDUCATI**

Q. Generally speaking, wou most people can be trusted can't be too careful in deali

- People with a college tend to be more trus those without.
- The Netherlands, Be Korea, Canada, Fra Germany all show a more than 10 points percentages of those education and those medium level of edu say that most people trusted.
- Russia is the only co people with a higher level are less likely to of others.

Base: 22,534 online adults aged 16-74 or 18-74 The "Global Country Average" reflects the average markets where the survey was conducted. It has size of each country or market and is not intended The samples in Brazil, Chile, China (mainland), Peru, Russia, Saudi Arabia, Singapore, South Al more educated, and/or more affluent than the general population.

# INTERPERSONAL TRUST AND MARRIAGE

% "Most people can be trusted"

Difference

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 most countries, married adults tend to be more trusting of other people than those who are not married
- Interpersonal trust is notably more prevalent among those who are married than among those who are not in China, the United States, Ireland, Spain and India
- The two notable exceptions are Hungary and Saudi Arabia

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.

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			Married	Other	Difference
Global Country Average	30%		33%	27%	+6
China	5	6%	61%	47%	+14
United States	33%		39%	27%	+12
Ireland	38%		45%	33%	+12
Spain	27%		32%	22%	+10
India	5	6%	60%	50%	+10
South Korea	23%		27%	18%	+9
Canada	33%		37%	30%	+7
Australia	41%		44%	38%	+6
Great Britain	43%		46%	40%	+6
Switzerland	35%		38%	33%	+5
Japan	21%		24%	19%	+5
France	20%		22%	18%	+4
Germany	33%		35%	31%	+4
Sweden	47%		50%	46%	+4
Poland	16%		18%	14%	+4
Chile	20%		22%	19%	+3
South Africa	16%		18%	15%	+3
Turkey	14%		15%	12%	+3
Italy	39%		41%	38%	+3
Peru	17%		19%	17%	+2
Belgium	25%		25%	24%	+1
Colombia	22%		23%	22%	+1
Argentina	25%		26%	25%	+1
Brazil	11%		11%	10%	+1
Malaysia	13%		13%	13%	0
Russia	24%		24%	25%	-1
Mexico	23%		22%	25%	-3
Netherlands	48%		47%	50%	-3
Saudi Arabia	48%		46%	52%	-6
Hungary	19%		14%	22%	-8

Marriod

Other



#### **INTERPERSONAL TRUST AND DECISION-**MAKERS

#### % "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?

- Both at a global level and in most countries, the managerial class tends to be significantly more trusting of others.
- On average, the percentage of those who say most people can be trusted is 11 points higher among self-identified senior executives, decision makers, or leaders in their company and others.
- It is highest in France, India, Russia, the United States, and the Netherlands.
- The only countries showing the opposite pattern are Turkey and Sweden.

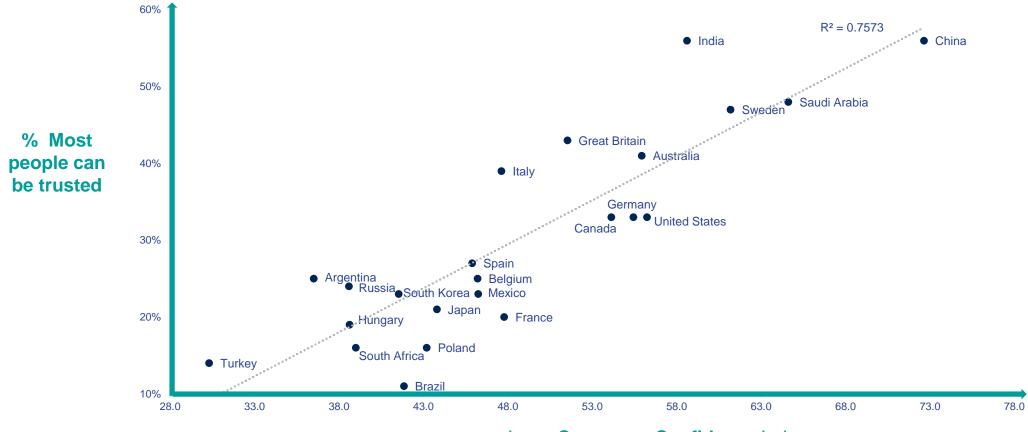
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		Exec/BDM	Other	Difference
Global Country Average	30%	38%	27%	+11
France	20%	38%	17%	+21
India	56%	63%	46%	+17
Russia	24%	38%	22%	+16
United States	33%	45%	30%	+15
Netherlands	48%	61%	46%	+15
Great Britain	43%	54%	40%	+14
Ireland	38%	48%	35%	+13
Spain	27%	37%	25%	+12
Switzerland	35%	43%	31%	+12
Saudi Arabia	48%	54%	43%	+11
Germany	33%	41%	30%	+11
Chile	20%	28%	18%	+10
Brazil	11%	18%	8%	+10
Mexico	23%	30%	21%	+9
Peru	17%	23%	15%	+8
South Korea	23%	29%	21%	+8
South Africa	16%	20%	13%	+7
Malaysia	13%	18%	11%	+7
Italy	39%	44%	38%	+6
Canada	33%	37%	32%	+5
Australia	41%	45%	40%	+5
China	56%	60%	55%	+5
Belgium	25%	28%	24%	+4
Hungary	19%	22%	18%	+4
Argentina	25%	28%	25%	+3
Japan	21%	24%	21%	+3
Poland	16%	19%	16%	+3
Colombia	22%	23%	22%	+1
Sweden	47%	42%	48%	-6
Turkey	14%	9%	15%	-6



### INTERPERSONAL TRUST AND CONSUMER CONFIDENCE ARE VERY HIGHLY CORRELATED



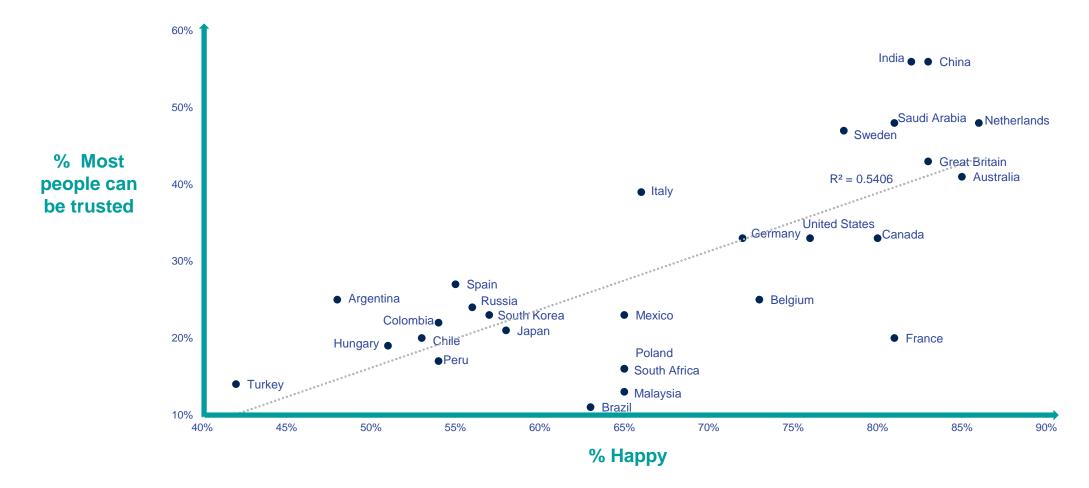
Ipsos Consumer Confidence Index

Base: ca. 500, 1,000 or 2,000 adults under 75 in each country, Feb.-Mar. 2022

Online samples in Brazil, Chile, mainland China, India, Mexico, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.



### INTERPERSONAL TRUST AND HAPPINESS ARE ALSO HIGHLY CORRELATED WITH FEW OUTLIERS



Base: ca. 500, 1,000 or 2,000 adults under 75 in each country, Feb.-Mar. 2022

Online samples in Brazil, Chile, mainland China, India, Mexico, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.



### 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.

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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**

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



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