

# 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

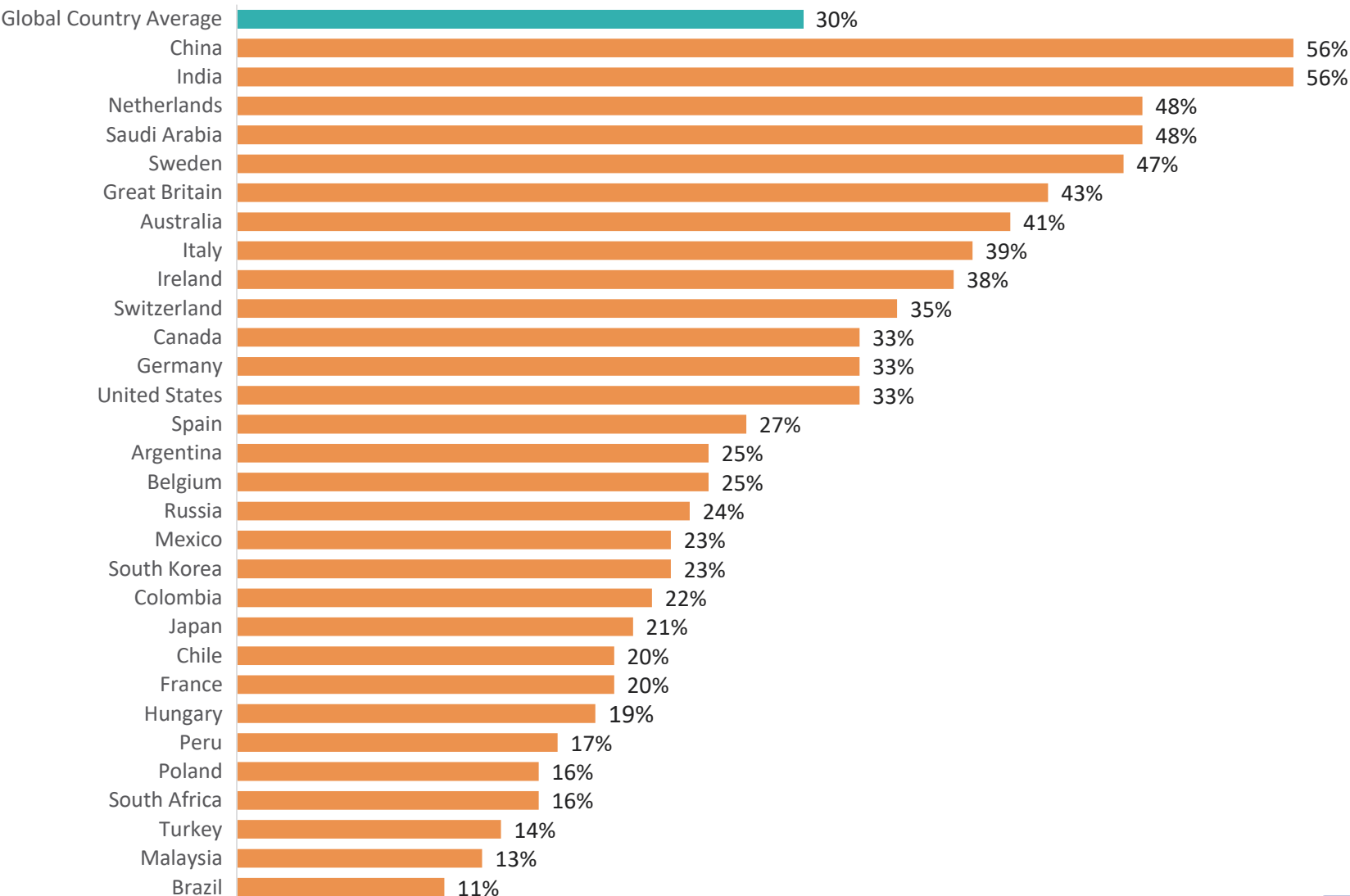


# INTERPERSONAL TRUST BY COUNTRY

% “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?

- 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, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population.



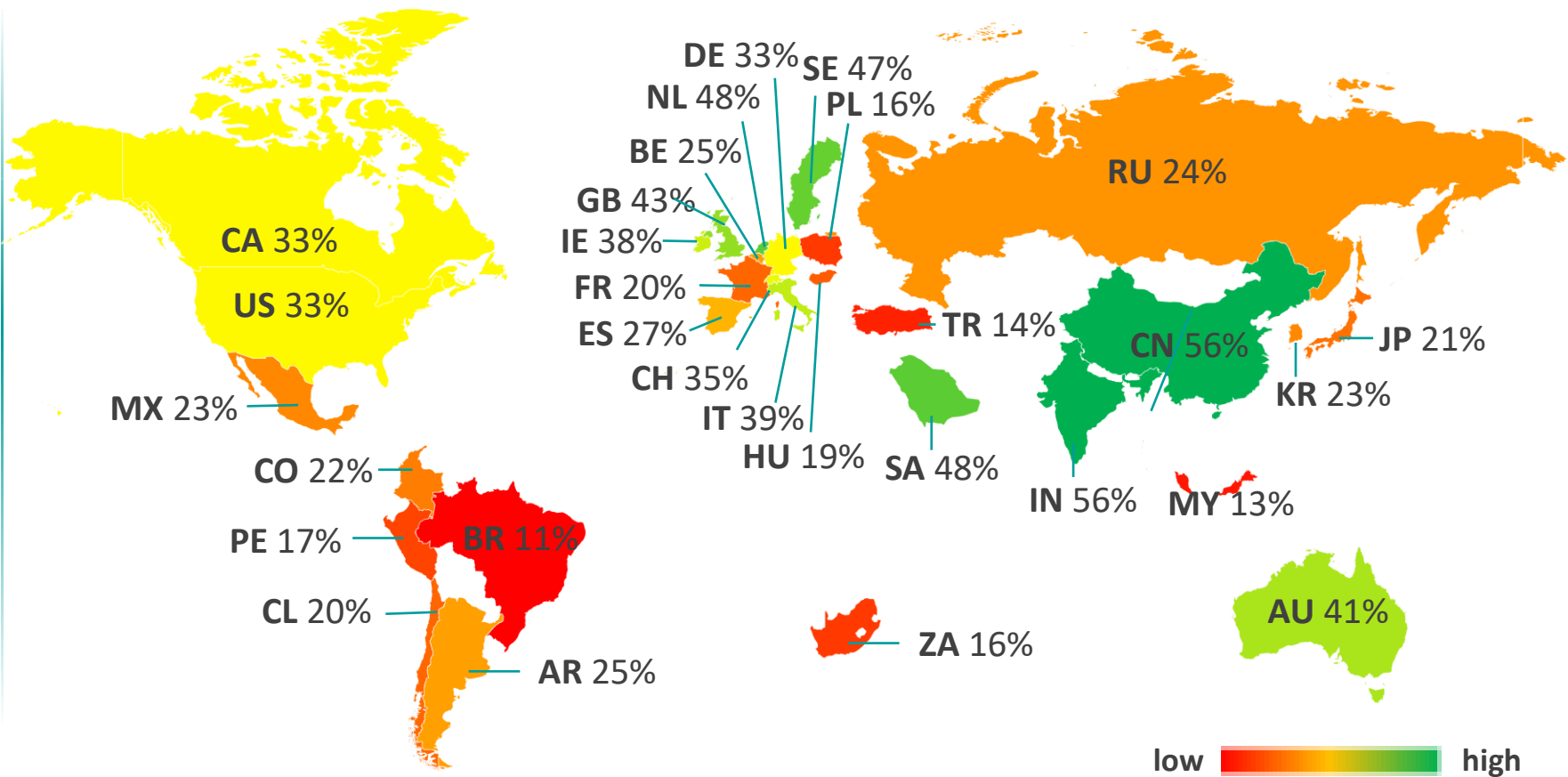
# INTERPERSONAL TRUST BY COUNTRY

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.

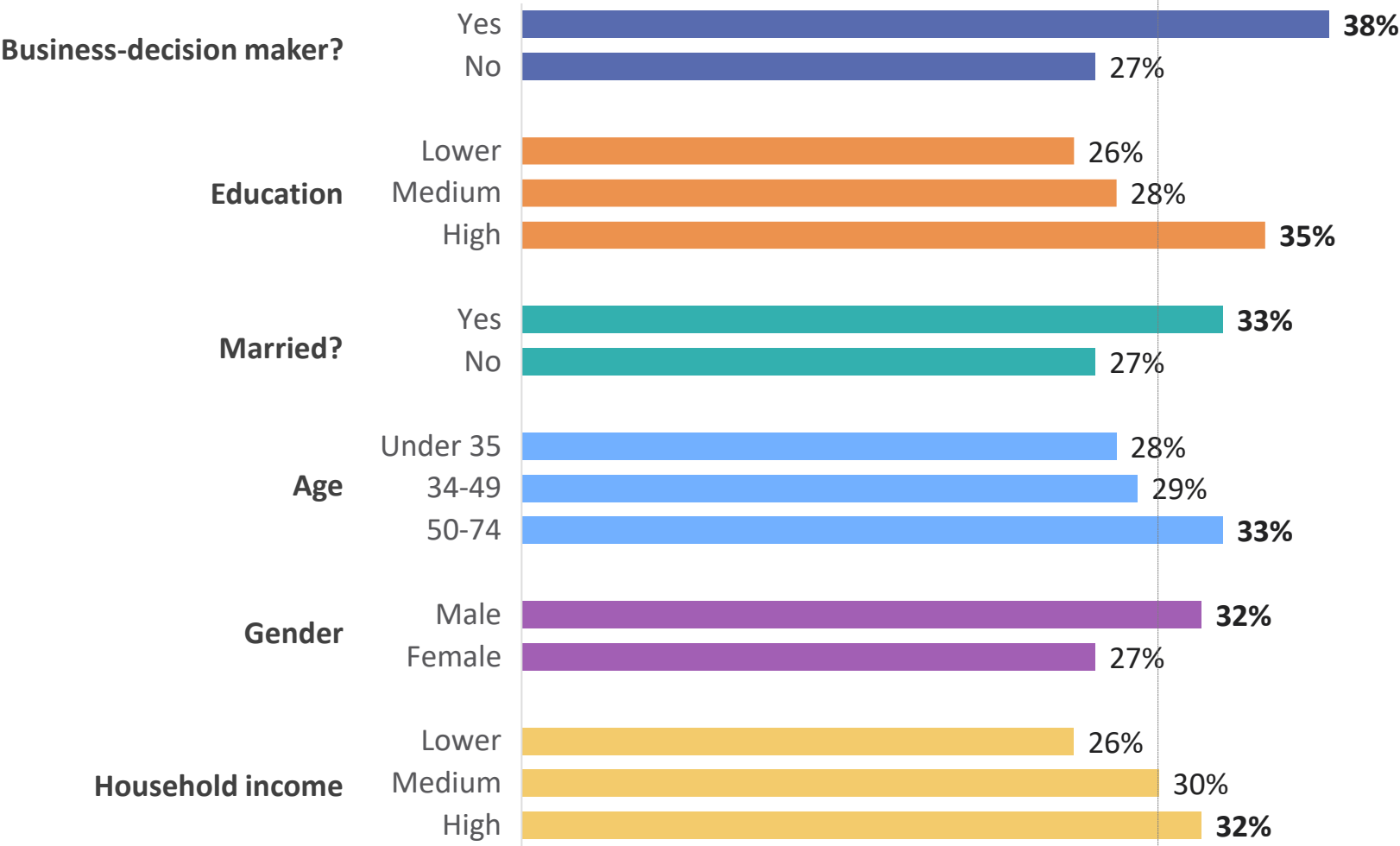
# INTERPERSONAL TRUST BY KEY DEMOGRAPHICS

% “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.



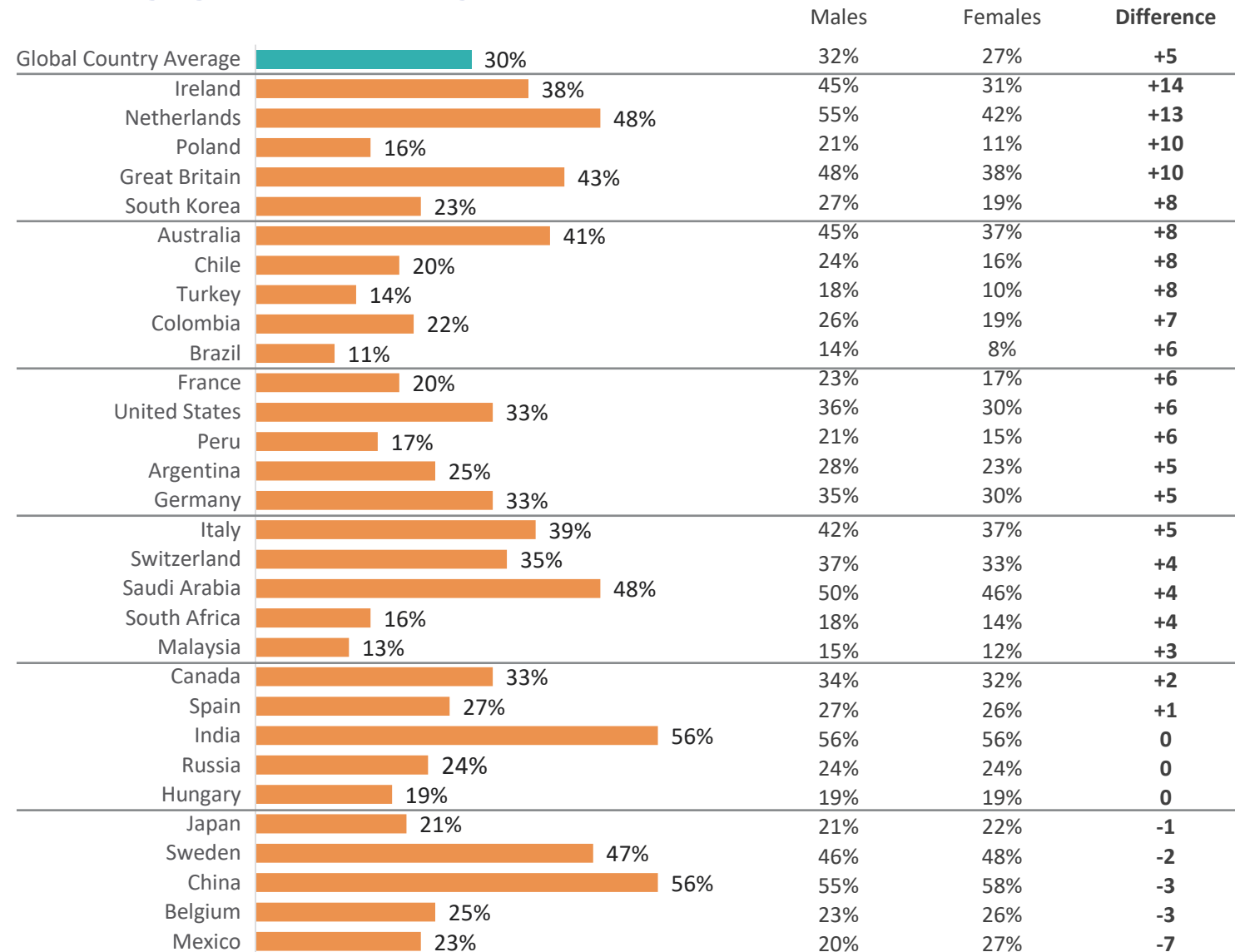
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# INTERPERSONAL TRUST AND GENDER

% “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 most countries, males tend to be more trusting of other people than are females
- This is most especially the case in Ireland, the Netherlands, Poland, and Great Britain
- The only country where women are significantly more likely than men to say most people can be trusted is Mexico

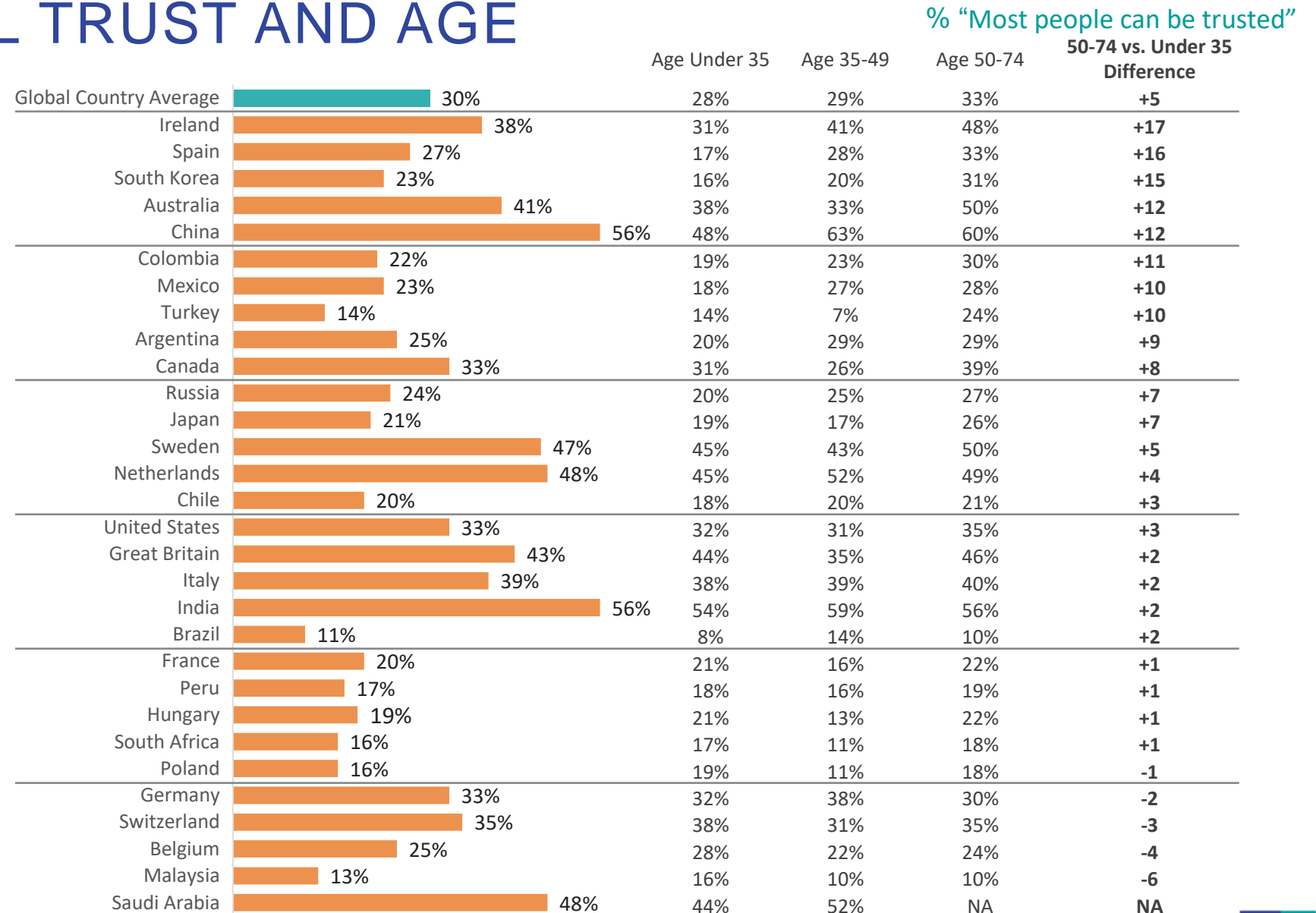


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# INTERPERSONAL TRUST AND AGE

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 older 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



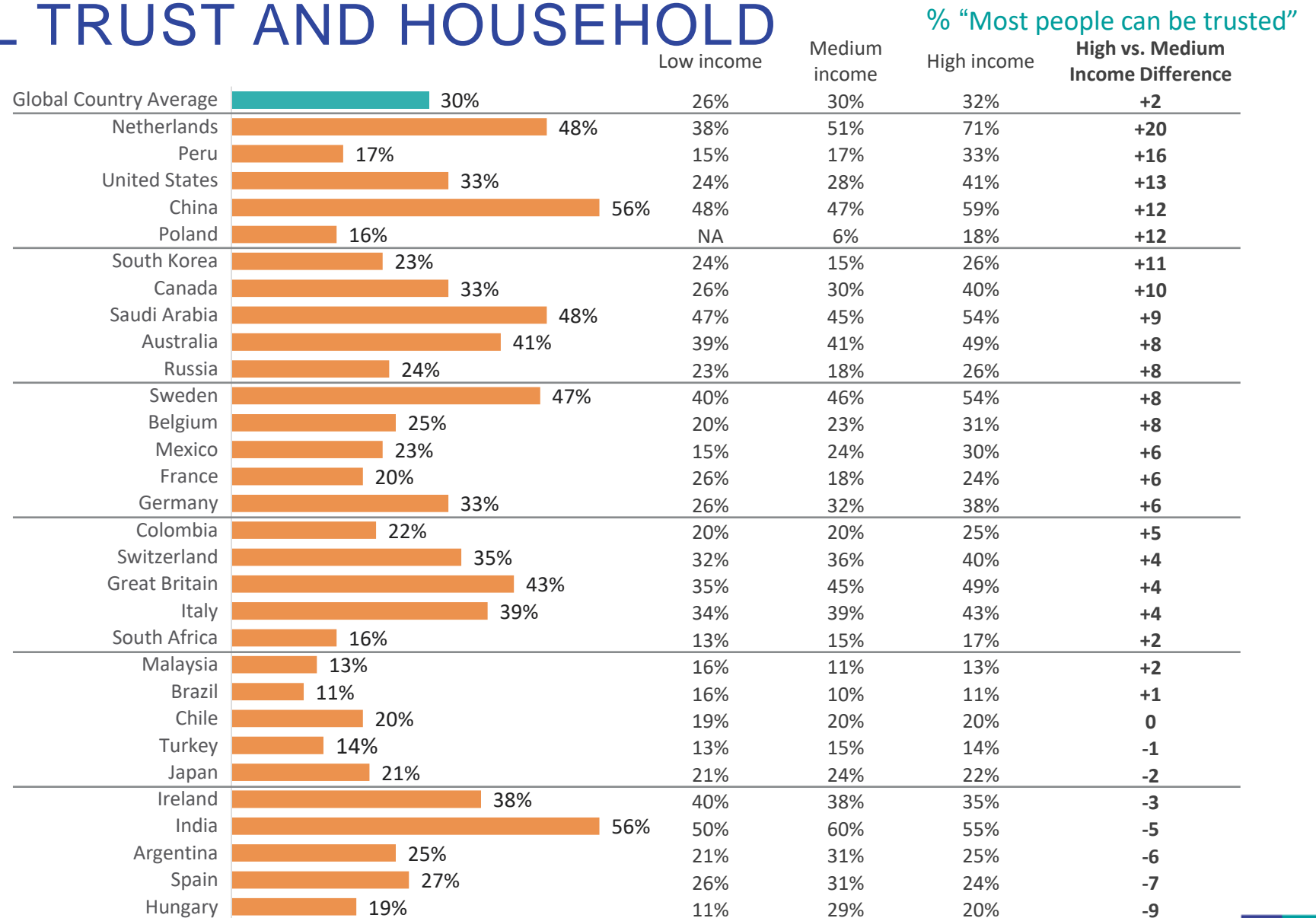
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# INTERPERSONAL TRUST AND HOUSEHOLD INCOME

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

- Within most countries, the prevalence of interpersonal trust increases with people's household income.
- The Netherlands and Peru both show a difference of more than 15 points between the percentages of those with a higher income and those with a *medium* income who say that most people can be trusted.
- Both countries as well as the United States, Canada, Sweden, Mexico, and Great Britain show a difference of more than 12 points between higher-income earners *lower-income* earners

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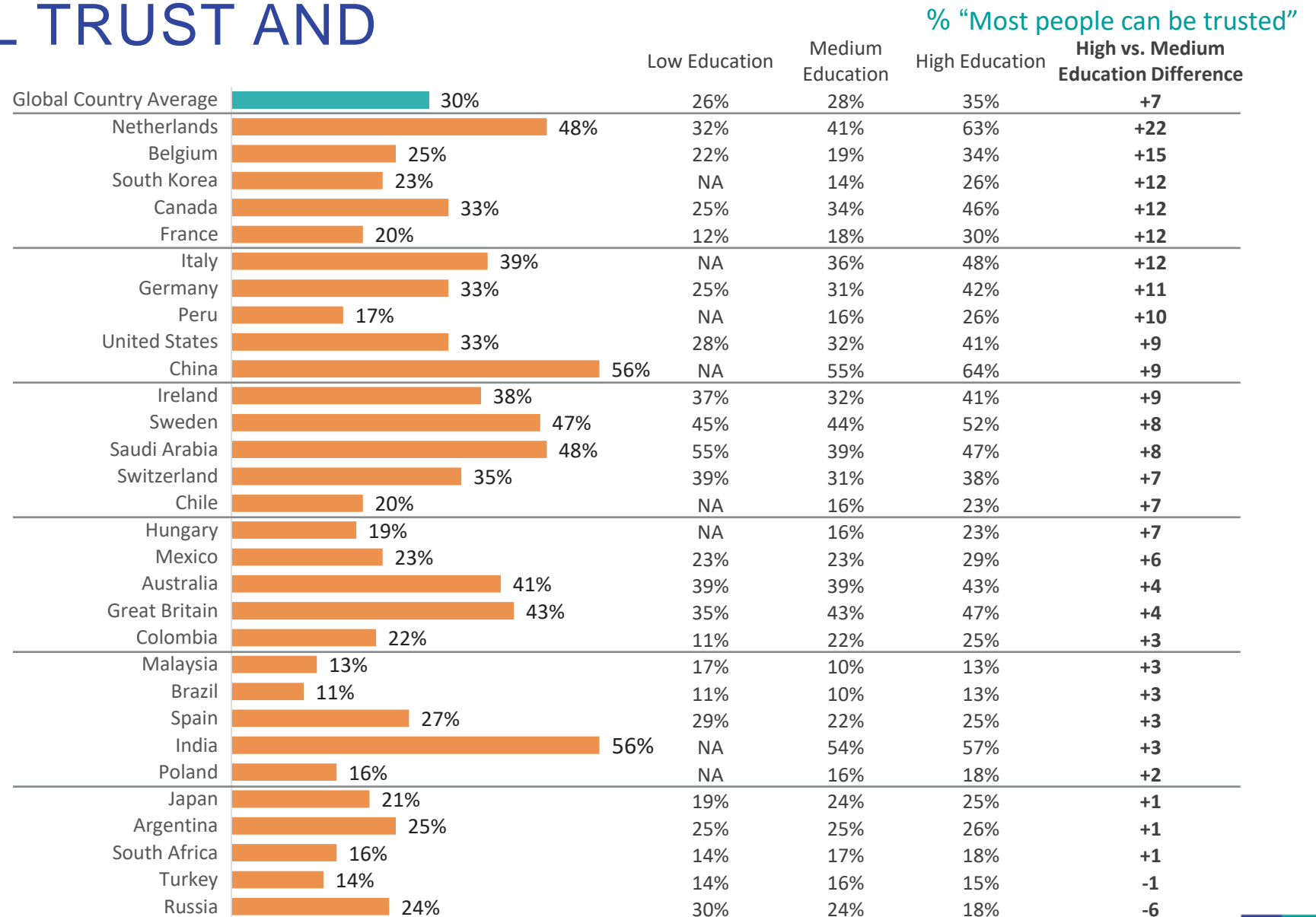


# INTERPERSONAL TRUST AND EDUCATION

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

- People with a college education tend to be more trusting than those without.
- The Netherlands, Belgium, South Korea, Canada, France, Italy and Germany all show a difference of more than 10 points between the percentages of those with a higher education and those with a *medium* level of education who say that most people can be trusted.
- Russia is the only country where people with a higher education level are less likely to be trusting of others.

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# INTERPERSONAL TRUST AND MARRIAGE

% “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 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

		Married	Other	Difference
Global Country Average	30%	33%	27%	+6
China	56%	61%	47%	+14
United States	33%	39%	27%	+12
Ireland	38%	45%	33%	+12
Spain	27%	32%	22%	+10
India	56%	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

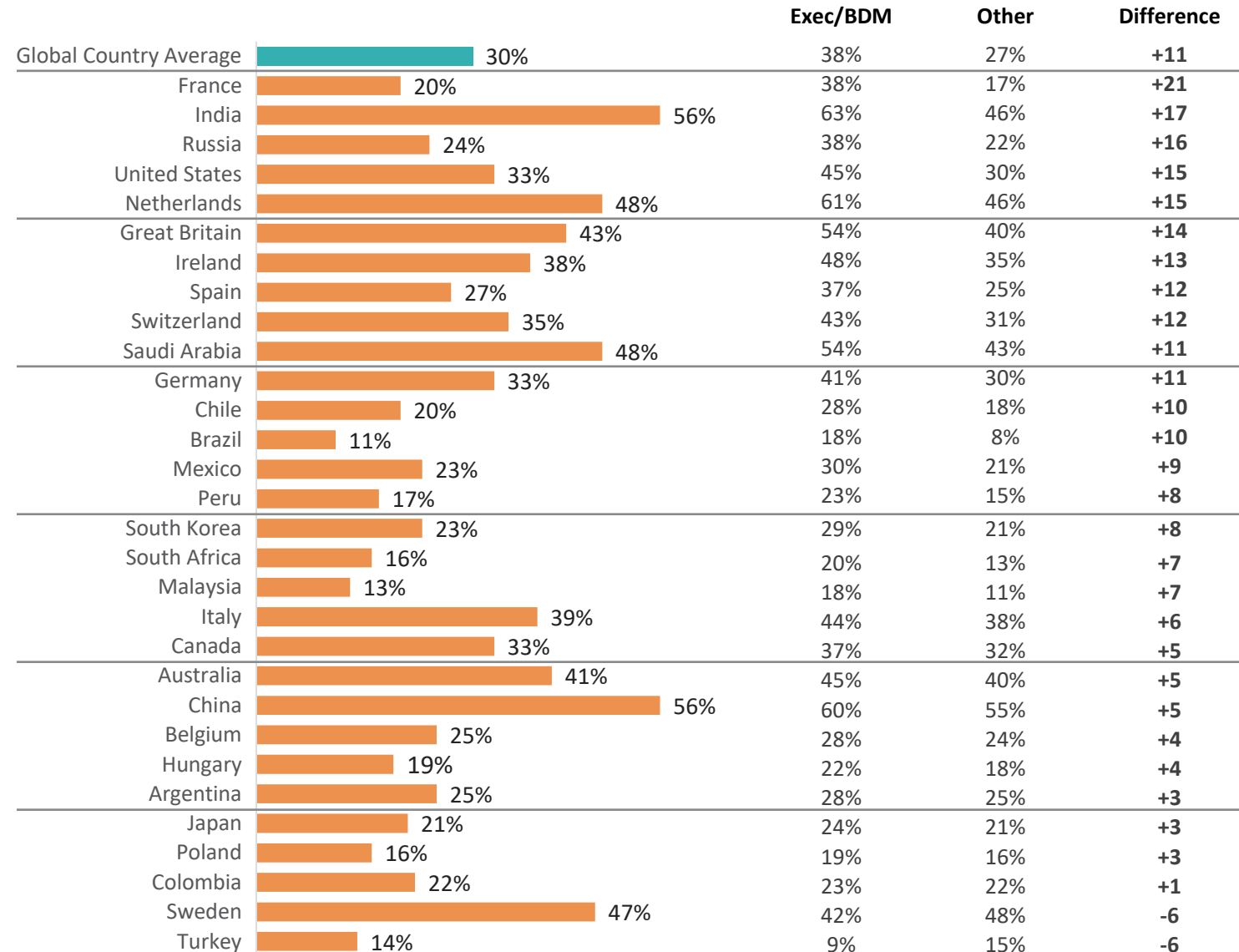
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# INTERPERSONAL TRUST AND DECISION-MAKERS

% “Most people can be trusted”

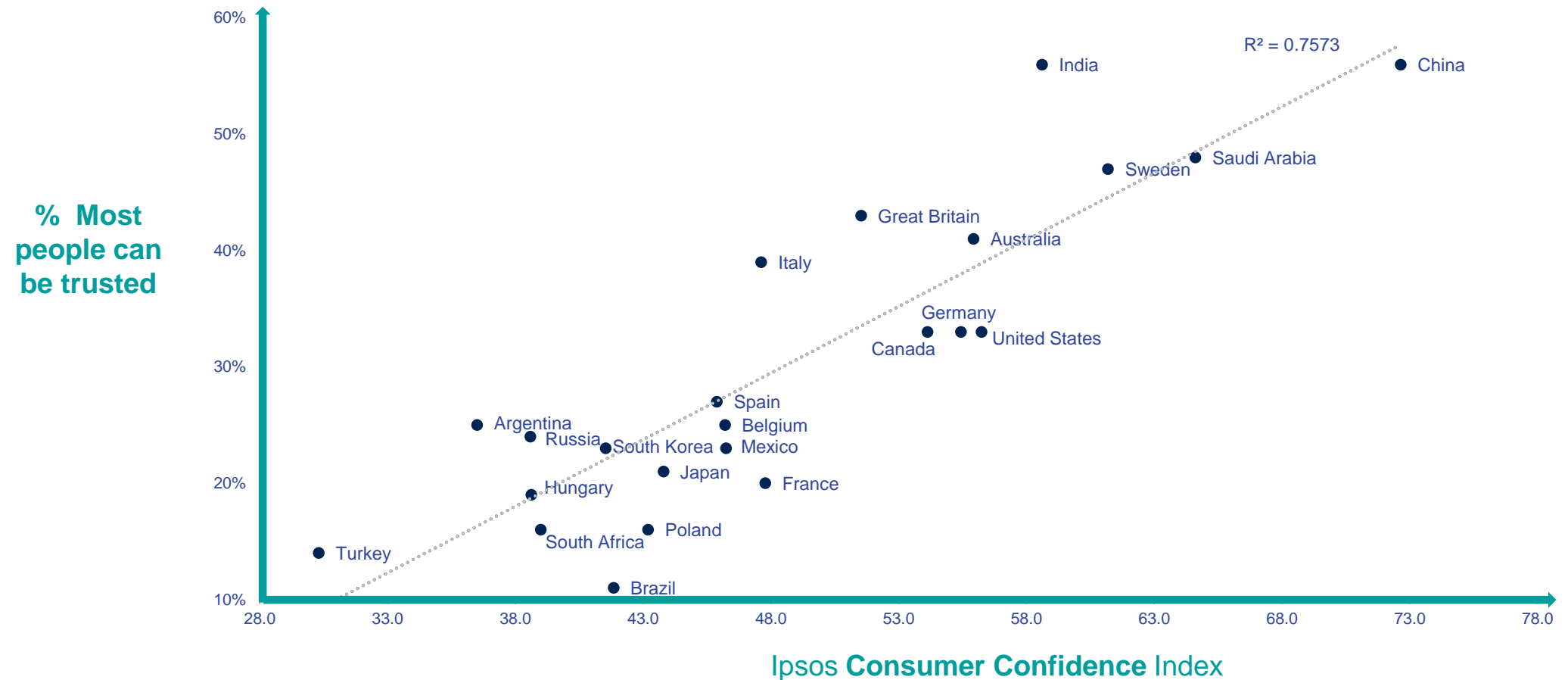
Q. Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?

- 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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 The samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population.

# INTERPERSONAL TRUST AND CONSUMER CONFIDENCE ARE VERY HIGHLY CORRELATED



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



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# 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, Ireland (Republic), Malaysia, South Africa, and Turkey, and 16-74 in 24 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 (Republic), 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, Ireland (Republic), 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, 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.

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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



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