THE IPSOS GLOBAL TRUSTWORTHINESS INDEX

A 31-Country Global Advisor Survey

September 2026

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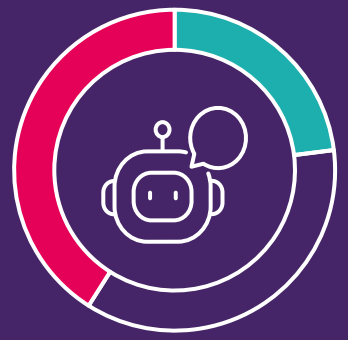
Trust in professions

Doctors are the most trusted profession. Across 31 countries, **58%** find them trustworthy.

=	No change since 2024*
▲	4pp since 2018*

*Change is the average of the 19 countries which have been in all seven editions of the Ipsos Global Trustworthiness Index.



23% of people on average across 31 countries say **AI chatbots** are *trustworthy*. **40%** find them *untrustworthy*.

Politicians are the least trusted profession

13% people trust

61% people don't trust

34%

on average think the **ordinary man/woman** in their country is trustworthy.

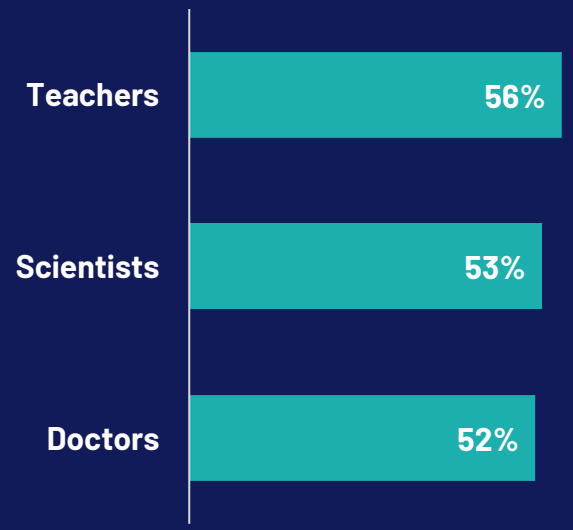
14%

trust **social media influencers**.

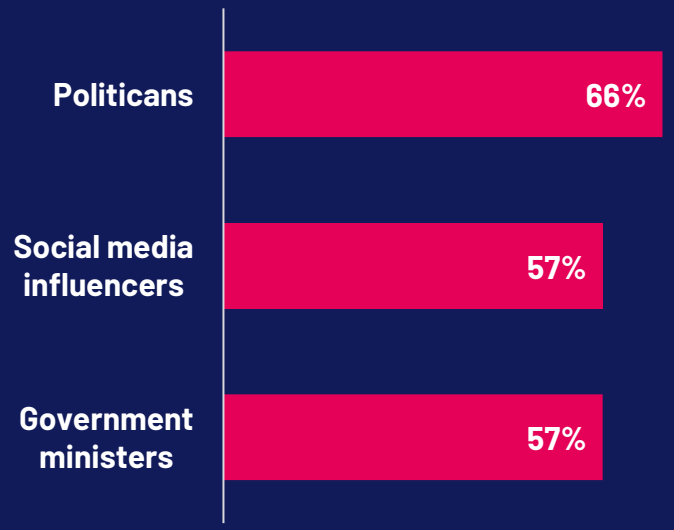
▲	17% of Gen Z trust influencers
▼	7% of Baby Boomers trust them

The Ipsos Global Trustworthiness Index: Brazil

Most *trustworthy* professions:



Most *untrustworthy* professions:



28%

in Brazil on average find the **ordinary man/woman** trustworthy.

25%

think that **AI chatbots** are trustworthy.

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Net Trust

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

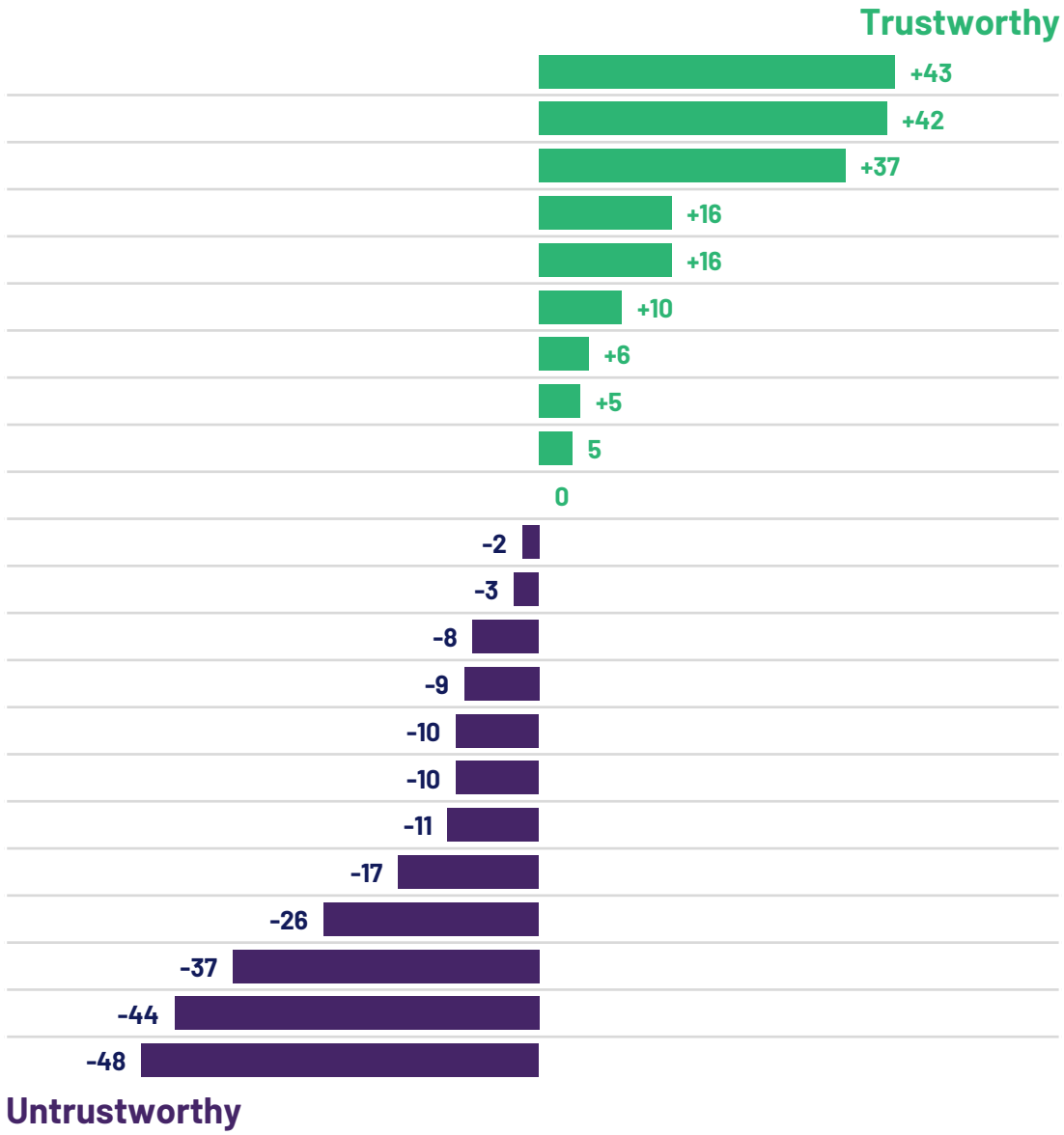
Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy

Net trustworthy

(% 1-2 out of five, subtract % 4-5 out of five)

Base: 23,537 online adults under the age of 75 between 19 June and 3 July 2026 in 31 countries.

Professions



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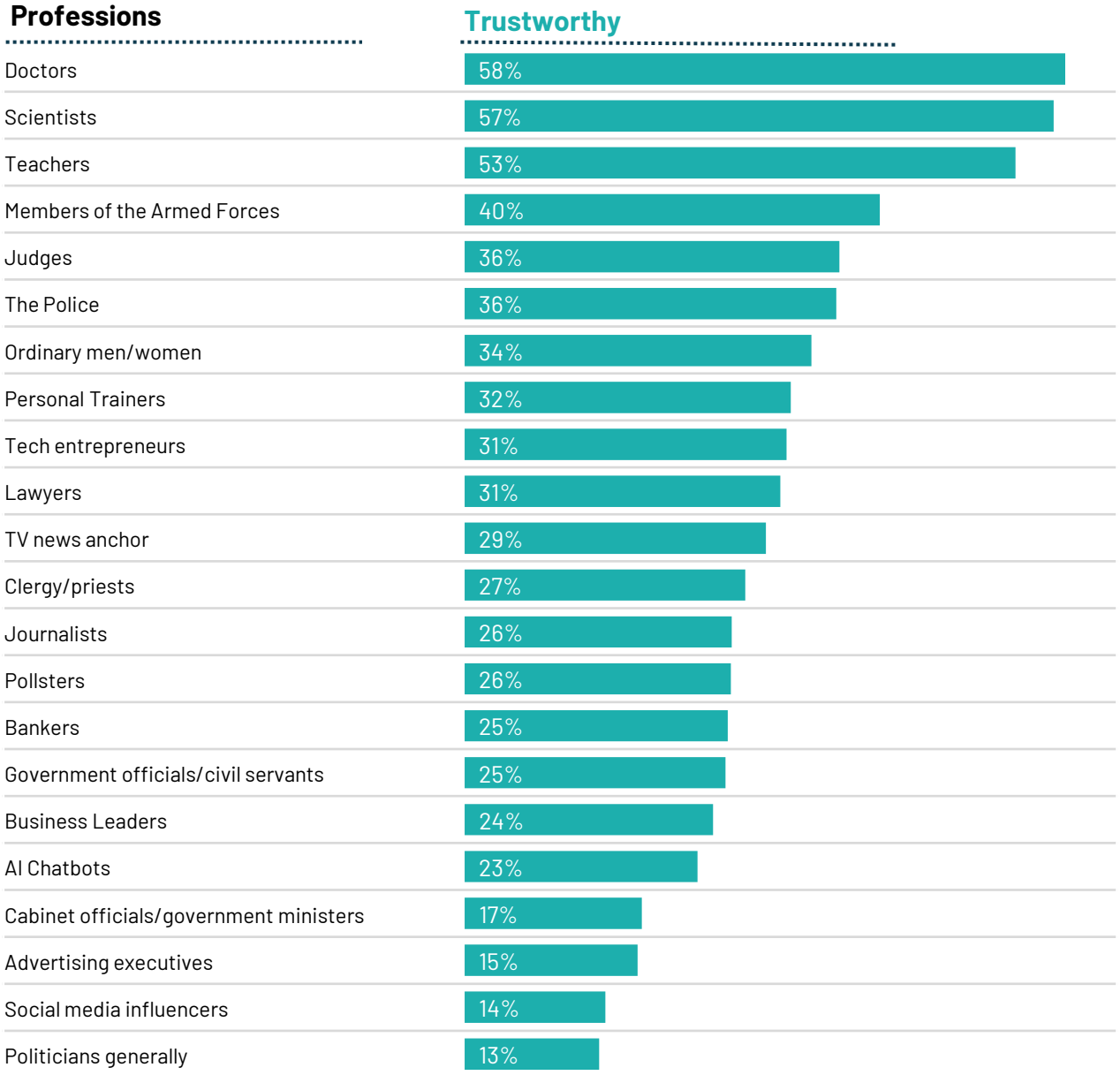
The Ipsos global trustworthiness rankings in 2026

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy

Base:23,537 online adults under the age of 75 between 19 June and 3 July 2026 in 31 countries.



Global trustworthiness trends 2018-2026

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy

**Average % for 19 trend countries alone.

*Change for 19-country average is based on the countries which were in all seven editions of the Ipsos Global Trustworthiness Index.

Base: 23,537 online adults under the age of 75 between 19 June and 3 July 2026 in 31 countries.

Professions	Trustworthy**	% trustworthy* 2024	2023	2022	2021	2019	2018
Doctors	58%	58%	58%	58%	63%	57%	54%
Scientists	57%	56%	57%	56%	60%	59%	59%
Teachers	51%	54%	51%	50%	53%	49%	51%
Members of the Armed Forces	42%	43%	42%	41%	43%	43%	42%
The Police	38%	38%	36%	37%	39%	38%	38%
Judges	36%	38%	34%	35%	36%	33%	32%
Ordinary men/women	33%	38%	37%	36%	36%	37%	35%
Lawyers	30%	31%	28%	27%	27%	25%	22%
Clergy/priests	26%	29%	25%	26%	25%	23%	21%
Bankers	25%	27%	24%	22%	22%	20%	18%
Journalists	24%	27%	23%	23%	22%	20%	19%
Pollsters	23%	29%	26%	25%	23%	22%	21%
Business Leaders	22%	26%	23%	21%	21%	21%	20%
Cabinet officials/government ministers	16%	20%	17%	16%	15%	13%	12%
Advertising executives	14%	19%	16%	16%	13%	12%	12%
Politicians generally	12%	15%	13%	12%	10%	10%	9%

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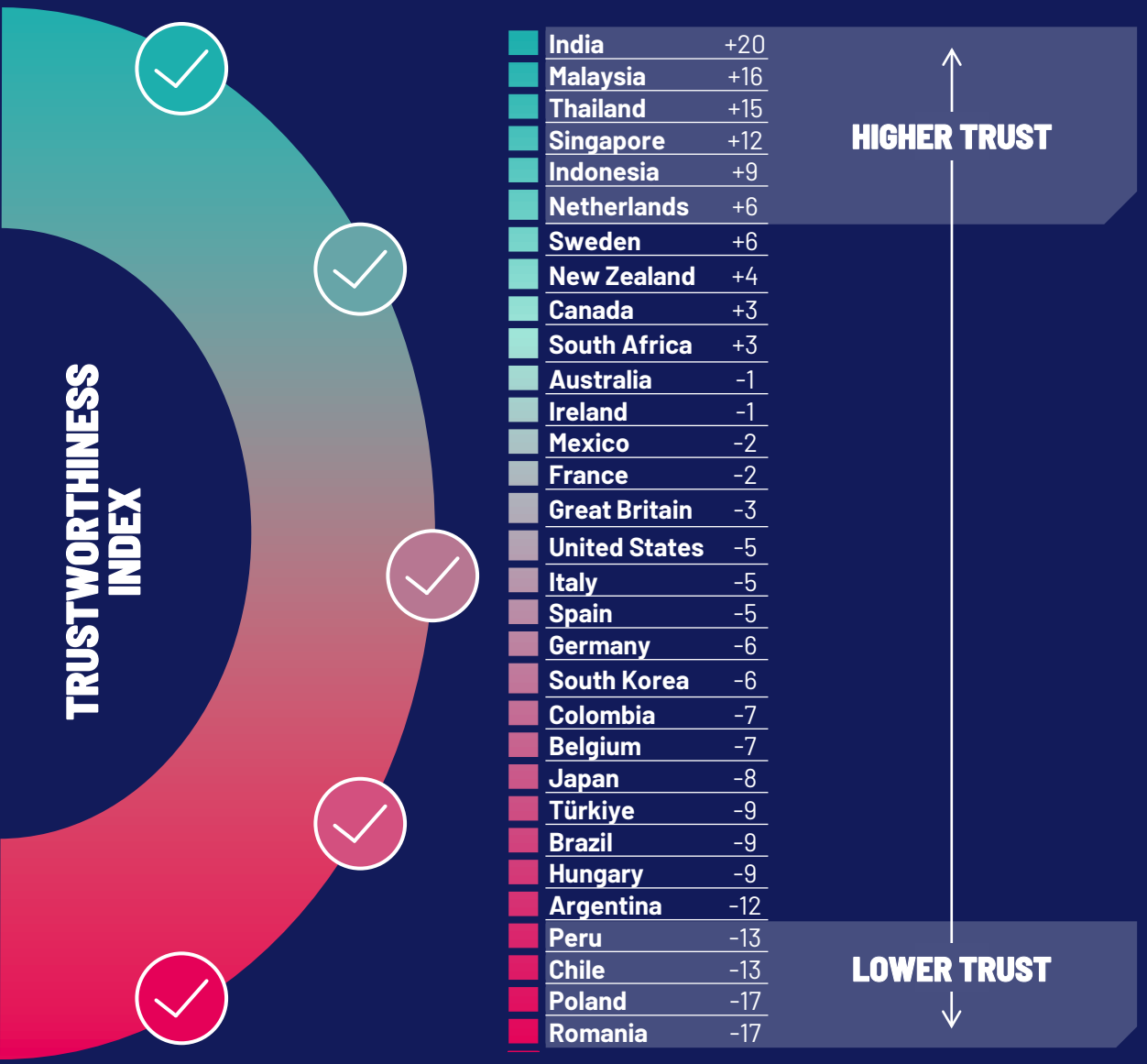


The Ipsos Global Trustworthiness Country Index

To try and understand how trust varies across countries, Ipsos created the *Global Trustworthiness Country Index*.

This is worked out by subtracting a country's untrustworthy scores across professions from their trustworthy score.

On average we see countries in Asia Pacific are more likely to have higher trust scores. India is the most trusting country with Malaysia, Thailand, Singapore and Indonesia rounding out the top five across 31 countries. New Zealand ranks eighth.

In Europe countries in the northern part of the continent – Netherlands and Sweden - are more trusting. While countries in Eastern Europe are the least trusting – Poland and Romania finish bottom on our list of 31 countries. All LATAM countries in our survey have negative trust scores.

However, this is not to say these countries don't trust the average person in their country. All LATAM countries are more likely to say they trust the average man/woman in their country than distrust.

Across 31 countries twice as many people think the ordinary person is trustworthy (34%) compared to those who say they are not (18%).

Türkiye, Hungary and Japan are the only countries that are more likely to find the average citizen untrustworthy than trustworthy.

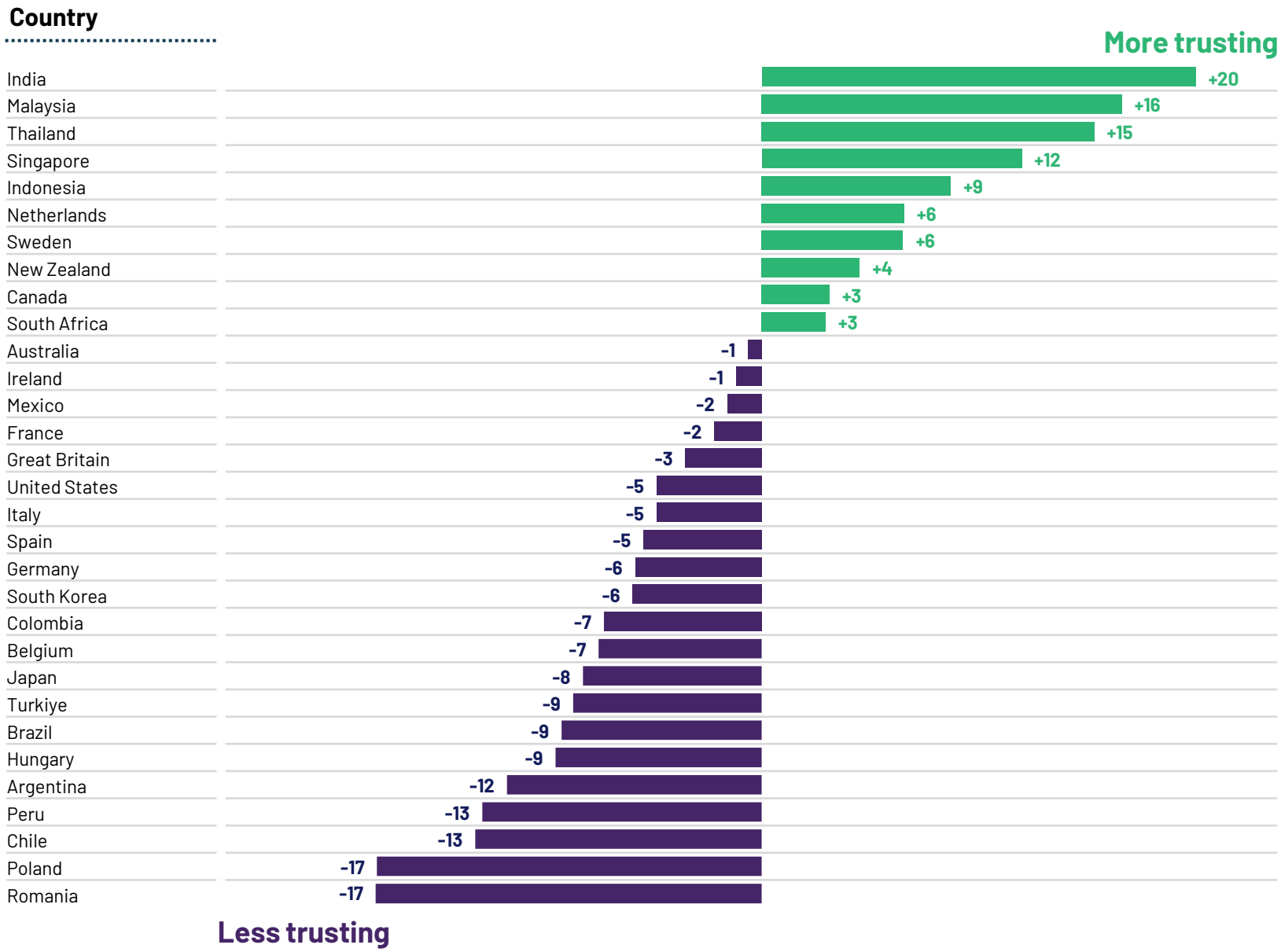
The Global Trustworthiness Country Index 2026

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy

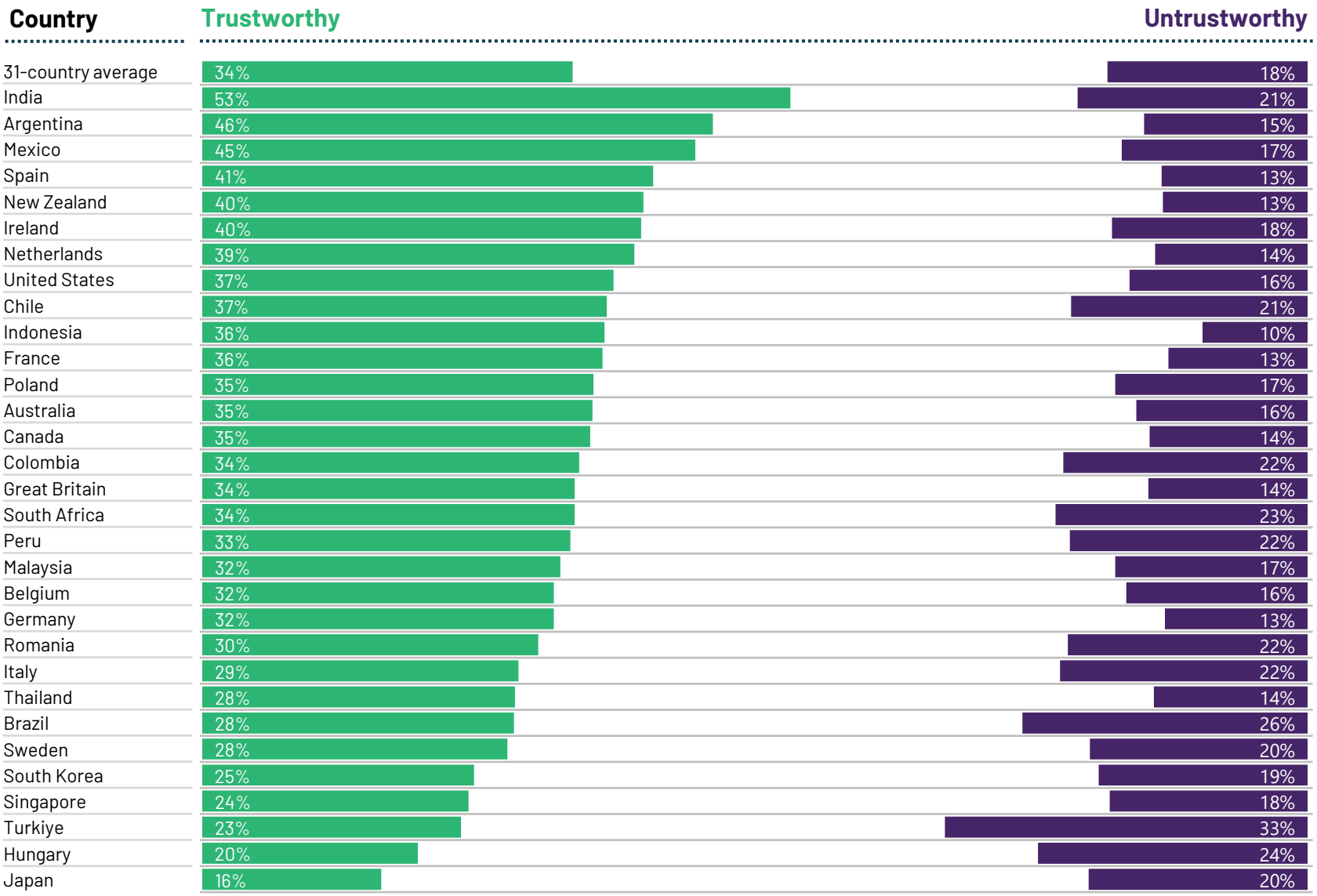
Sum of net trustworthy (1-2, subtract 4-5) across all professions

Base: 23,537 online adults under the age of 75 between 19 June and 3 July 2026 in 31 countries.



In general, do you think each is trustworthy or untrustworthy in ...?

Ordinary men/women



Base: 23,537 online adults under the age of 75 between 19 June and 3 July 2026 in 31 countries.

Trustworthiness 2026
All professions/markets

- #1 most trustworthy
- #2 most trustworthy
- #3 most trustworthy

	ARG	AUS	BEL	BRA	CAN	CHL	COL	FRA	GER	GB	HUN	IND	IDN	IRL	ITA	JAP	MAL	MEX	NDL	NZ	PER	POL	ROM	SGP	RSA	SK	SPA	SWE	THA	TUR	USA
Doctors	69%	64%	66%	52%	67%	53%	55%	70%	58%	64%	41%	61%	65%	55%	61%	45%	59%	64%	72%	66%	46%	37%	45%	56%	62%	39%	68%	61%	70%	52%	57%
Scientists	64%	57%	56%	53%	60%	61%	56%	63%	55%	61%	53%	68%	65%	51%	64%	36%	56%	60%	62%	60%	51%	52%	54%	46%	53%	51%	71%	61%	62%	55%	53%
Teachers	56%	55%	52%	56%	60%	60%	50%	54%	40%	59%	47%	64%	73%	54%	51%	21%	63%	53%	63%	61%	46%	37%	43%	53%	57%	39%	62%	54%	59%	52%	59%
Armed forces	33%	48%	36%	29%	47%	32%	36%	53%	34%	51%	35%	68%	27%	40%	40%	33%	44%	37%	46%	52%	24%	40%	36%	47%	37%	27%	43%	52%	25%	41%	51%
Judges	16%	45%	39%	26%	46%	20%	28%	39%	50%	44%	27%	49%	25%	36%	37%	35%	49%	25%	62%	51%	16%	22%	27%	50%	36%	21%	37%	49%	50%	30%	33%
Police	20%	47%	38%	27%	45%	33%	30%	46%	55%	40%	30%	42%	14%	38%	42%	31%	35%	20%	57%	50%	17%	25%	24%	53%	21%	23%	44%	59%	27%	42%	36%
Ordinary men/women	46%	35%	32%	28%	35%	37%	34%	36%	32%	34%	20%	53%	36%	40%	29%	16%	32%	45%	39%	40%	33%	35%	30%	24%	34%	25%	41%	28%	28%	23%	37%
Personal trainers	34%	29%	26%	27%	32%	32%	35%	26%	28%	29%	34%	52%	35%	34%	28%	16%	38%	36%	29%	38%	29%	26%	31%	28%	46%	18%	35%	29%	34%	31%	34%
Tech entrepreneurs	41%	21%	25%	26%	22%	34%	43%	28%	20%	17%	18%	52%	45%	25%	31%	13%	45%	42%	22%	22%	37%	32%	32%	27%	44%	36%	34%	27%	47%	37%	22%
Lawyers	22%	29%	30%	25%	32%	25%	24%	33%	38%	32%	30%	39%	24%	32%	27%	32%	40%	28%	42%	34%	19%	28%	27%	36%	32%	24%	33%	42%	38%	28%	23%
TV news readers	18%	29%	33%	25%	33%	19%	21%	23%	36%	33%	17%	39%	40%	35%	22%	21%	45%	28%	36%	33%	21%	22%	15%	37%	46%	22%	25%	36%	46%	21%	26%
Clergy/priests	19%	29%	15%	27%	30%	21%	29%	23%	24%	31%	23%	37%	50%	27%	23%	17%	26%	26%	24%	30%	29%	16%	25%	31%	36%	32%	15%	44%	33%	17%	35%
Journalists	17%	23%	28%	28%	35%	23%	24%	23%	22%	16%	14%	38%	43%	28%	23%	15%	28%	36%	38%	25%	19%	23%	15%	33%	31%	17%	22%	28%	39%	20%	29%
Pollsters	29%	15%	24%	30%	22%	33%	31%	41%	26%	13%	23%	32%	35%	18%	30%	11%	36%	38%	23%	15%	31%	22%	34%	18%	24%	17%	21%	22%	41%	25%	18%
Bankers	20%	25%	20%	17%	29%	19%	23%	19%	21%	19%	15%	50%	39%	22%	23%	19%	44%	25%	18%	28%	20%	17%	16%	31%	42%	29%	17%	31%	37%	27%	28%
Government officials	10%	28%	26%	25%	29%	16%	18%	33%	22%	29%	21%	47%	22%	33%	22%	21%	34%	18%	33%	33%	13%	14%	13%	44%	29%	23%	26%	29%	23%	28%	21%
Business leaders	19%	20%	21%	20%	18%	19%	33%	28%	17%	17%	17%	43%	32%	25%	22%	14%	34%	31%	22%	23%	27%	17%	20%	25%	37%	22%	18%	22%	40%	22%	19%
AI chatbots	22%	18%	14%	25%	14%	21%	24%	15%	13%	15%	19%	51%	41%	17%	20%	17%	37%	29%	8%	14%	28%	18%	18%	22%	37%	32%	17%	14%	35%	28%	14%
Government ministers	9%	18%	10%	16%	19%	15%	14%	10%	11%	12%	19%	33%	12%	21%	15%	13%	25%	17%	22%	17%	10%	12%	10%	45%	16%	17%	11%	22%	21%	26%	15%
Ad execs	17%	13%	8%	18%	12%	19%	25%	9%	6%	10%	11%	35%	23%	20%	15%	10%	27%	25%	10%	12%	23%	9%	15%	19%	29%	13%	13%	9%	28%	20%	16%
Social media influencers	11%	12%	6%	13%	9%	15%	15%	6%	5%	11%	10%	36%	21%	17%	13%	7%	21%	16%	6%	12%	12%	16%	12%	17%	20%	14%	9%	9%	24%	15%	12%
Politicians	10%	15%	7%	12%	13%	10%	12%	8%	8%	11%	10%	31%	12%	20%	12%	9%	18%	15%	14%	13%	11%	8%	8%	28%	14%	12%	8%	12%	17%	17%	11%

Base: 23,537 online adults under the age of 75 between 19 June and 3 July 2026 in 31 countries.

Trustworthiness 2026
All professions/markets

- #1 most untrustworthy
- #2 most untrustworthy
- #3 most untrustworthy

	ARG	AUS	BEL	BRA	CAN	CHL	COL	FRA	GER	GB	HUN	IND	IDN	IRL	ITA	JAP	MAL	MEX	NDL	NZ	PER	POL	ROM	SGP	RSA	SK	SPA	SWE	THA	TUR	USA
Politicans	68%	59%	67%	66%	56%	72%	68%	72%	67%	67%	57%	48%	63%	54%	65%	55%	46%	62%	46%	54%	68%	78%	83%	27%	72%	60%	75%	50%	49%	61%	67%
Social media influencers	56%	61%	76%	57%	66%	58%	56%	78%	76%	64%	56%	32%	33%	55%	66%	59%	38%	52%	80%	63%	53%	57%	61%	46%	51%	52%	70%	76%	29%	60%	58%
Government ministers	67%	49%	68%	57%	44%	62%	58%	67%	58%	62%	48%	43%	62%	51%	58%	45%	37%	54%	36%	50%	67%	67%	68%	23%	70%	45%	67%	32%	43%	52%	54%
Ad execs	37%	48%	63%	40%	50%	42%	30%	59%	59%	52%	47%	32%	26%	39%	46%	34%	26%	32%	50%	47%	35%	50%	49%	40%	32%	49%	49%	47%	21%	44%	51%
AI chatbots	38%	49%	53%	40%	53%	44%	42%	47%	56%	50%	35%	20%	17%	46%	36%	32%	21%	37%	58%	50%	33%	47%	50%	27%	29%	23%	44%	55%	24%	38%	50%
Clergy/priests	50%	36%	50%	38%	32%	54%	41%	40%	43%	32%	46%	29%	17%	37%	46%	31%	27%	42%	34%	33%	36%	60%	48%	22%	31%	28%	54%	24%	26%	48%	28%
Journalists	49%	36%	35%	35%	27%	49%	45%	40%	38%	48%	47%	35%	18%	36%	38%	36%	25%	27%	24%	37%	42%	42%	50%	22%	37%	36%	41%	36%	18%	46%	34%
Bankers	44%	35%	42%	49%	28%	46%	43%	43%	38%	40%	48%	24%	18%	43%	35%	25%	14%	34%	37%	30%	36%	51%	55%	28%	26%	17%	55%	25%	15%	39%	29%
Government officials	67%	22%	28%	35%	22%	54%	52%	21%	31%	25%	29%	26%	37%	24%	32%	24%	23%	58%	22%	18%	59%	54%	49%	17%	31%	29%	32%	20%	33%	30%	40%
TV news readers	43%	27%	28%	40%	23%	48%	46%	38%	30%	23%	41%	33%	20%	30%	42%	26%	16%	35%	23%	25%	44%	42%	50%	18%	24%	29%	33%	21%	17%	46%	36%
Business leaders	42%	35%	29%	36%	35%	48%	31%	28%	32%	35%	32%	25%	22%	33%	32%	26%	20%	32%	20%	29%	31%	43%	41%	27%	28%	31%	45%	29%	17%	45%	40%
Police	46%	24%	26%	36%	22%	36%	40%	22%	19%	27%	29%	33%	59%	29%	25%	22%	26%	52%	14%	20%	54%	39%	38%	18%	55%	36%	24%	16%	34%	34%	32%
Judges	53%	23%	27%	36%	18%	56%	37%	27%	20%	21%	31%	27%	40%	26%	30%	20%	18%	41%	13%	17%	55%	43%	45%	16%	30%	39%	34%	16%	19%	43%	28%
Lawyers	41%	31%	32%	37%	28%	42%	42%	25%	22%	26%	29%	31%	37%	32%	31%	18%	19%	32%	18%	24%	41%	35%	41%	23%	35%	30%	28%	15%	23%	41%	38%
Pollsters	29%	32%	27%	28%	25%	30%	32%	14%	28%	30%	30%	27%	19%	28%	27%	34%	16%	26%	27%	27%	30%	36%	29%	24%	27%	36%	30%	25%	13%	38%	35%
Tech entrepreneurs	21%	32%	22%	32%	32%	24%	23%	24%	31%	37%	26%	18%	12%	32%	24%	31%	15%	21%	27%	29%	18%	24%	29%	22%	19%	17%	19%	22%	14%	26%	38%
Armed forces	35%	17%	21%	33%	14%	41%	31%	15%	22%	13%	17%	16%	38%	22%	26%	16%	19%	30%	14%	14%	38%	25%	27%	19%	26%	24%	24%	13%	34%	28%	17%
Personal trainers	17%	19%	26%	29%	17%	23%	27%	28%	19%	18%	17%	17%	14%	22%	28%	21%	16%	21%	22%	16%	25%	31%	28%	23%	20%	26%	20%	22%	16%	33%	17%
Ordinary men/women	15%	16%	16%	26%	14%	21%	22%	13%	13%	14%	24%	21%	10%	18%	22%	20%	17%	17%	14%	13%	22%	17%	22%	18%	23%	19%	13%	20%	14%	33%	16%
Teachers	15%	13%	13%	18%	11%	14%	20%	14%	18%	12%	19%	17%	8%	18%	16%	27%	12%	15%	8%	11%	19%	23%	23%	18%	17%	19%	10%	11%	10%	18%	14%
Scientists	13%	14%	15%	19%	11%	16%	19%	10%	15%	12%	12%	16%	10%	20%	15%	14%	14%	15%	11%	12%	17%	18%	23%	16%	21%	15%	8%	13%	13%	21%	17%
Doctors	11%	11%	11%	18%	10%	20%	14%	9%	13%	14%	20%	18%	11%	18%	15%	13%	12%	13%	7%	12%	19%	29%	23%	15%	16%	20%	11%	13%	9%	19%	15%

Base: 23,537 online adults under the age of 75 between 19 June and 3 July 2026 in 31 countries.

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Methodology

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Methodology

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform, between Friday, June 19, and Friday, July 3, 2026. For this survey, Ipsos interviewed a total of 23,537 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 2,000 in Japan, 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, India, Italy, Mexico, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, the Netherlands, Peru, Poland, Romania, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Peru, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75.

Samples in Brazil, Chile, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Romania, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that the composition of each country's sample best reflects the demographic profile of the adult population according to the most recent census data. In Great Britain, the data was weighted by age, gender, and education. "The Global Country Average" reflects the average result for all the countries and markets in which 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.

When percentages do not sum up to 100 or the 'difference' appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

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

For more information

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