



2025 Trust Index™ Results Report

December 8, 2025

Our commitment to trust.

The Proof Strategies CanTrust Index™, now in its tenth year, is a made-in-Canada, made-for-Canada source of research and insights on trust in our country.

This report is the inaugural US Trust Index Report.

Our study uses a 7-point scale with 7 being the highest trust and 1 being the lowest. Respondents choosing 7, 6 or 5 result in the percentages of trust used in this report.

Proof Strategies Inc. is a leading communications and public affairs agency. We ask better questions to create insights, grow trust and build stronger human relationships. Learn more at [getproof.com](https://www.getproof.com).



Methodology

This report provides a summary of findings from the 2025 Proof Strategies Trust Index™.

- Survey of 1,501 Americans using a national opt-in panel conducted by The Logit Group, an independent research company operating for over 25 years globally.
- Participants completed the survey instrument online from either a mobile device or a desktop computer. The study was completed in both official languages.
- The sample was representative of US population statistics by region, age and gender.
- **Fieldwork was conducted from November 5 to November 12, 2025.**



1,501 PEOPLE SURVEYED IN EARLY NOVEMBER

**CONFIDENCE INTERVAL OF +/- 2.5
PERCENTAGE POINTS**

A man with a beard and glasses is smiling while working on a laptop in a modern office setting. The background is slightly blurred, showing office furniture and a lamp. The text 'TRUST PREDISPOSITION' is overlaid in large white letters. There are also some white wavy lines at the bottom of the image.

TRUST PREDISPOSITION

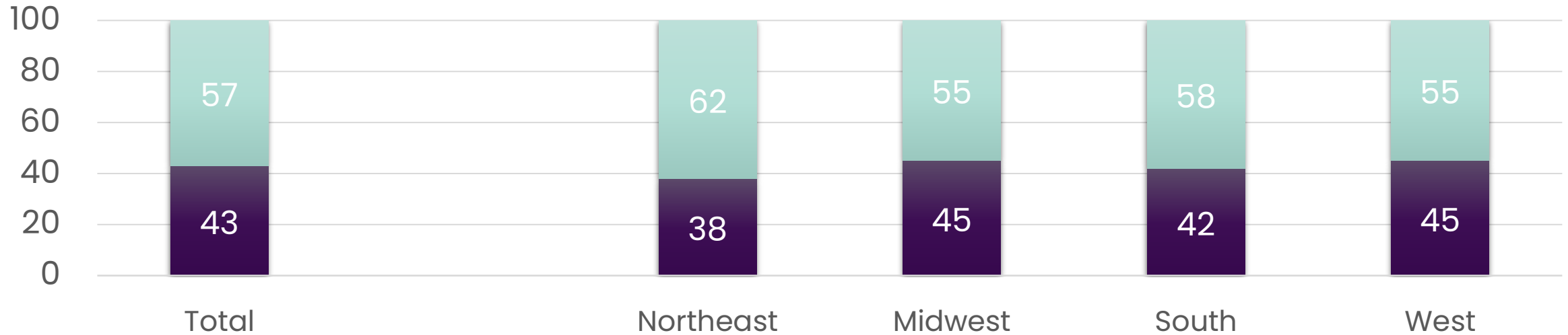
Most Americans hold the view that you cannot be too careful in dealing with people.



Generally speaking, do you believe that most people can be trusted, or you can't be too careful in dealing with people?

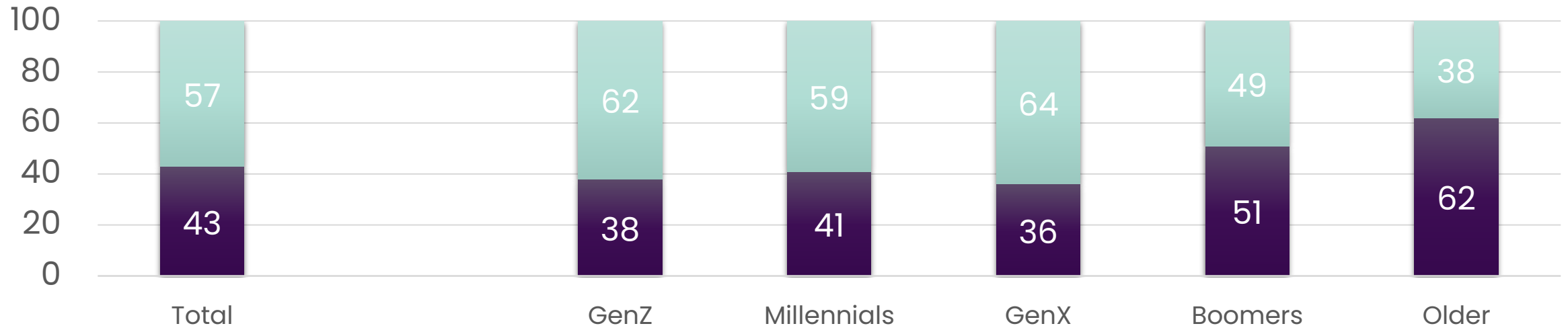
The fact that almost three in five Americans have this predisposition to a lack of trust signals a broad climate of social caution and declining interpersonal trust. This can reflect anxiety about institutions, politics, media, or general stability that carries into personal relationships. This underlying disposition can shape behavior, as people become more guarded, less willing to collaborate.

■ Most people can be trusted ■ You can't be too careful in dealing with people



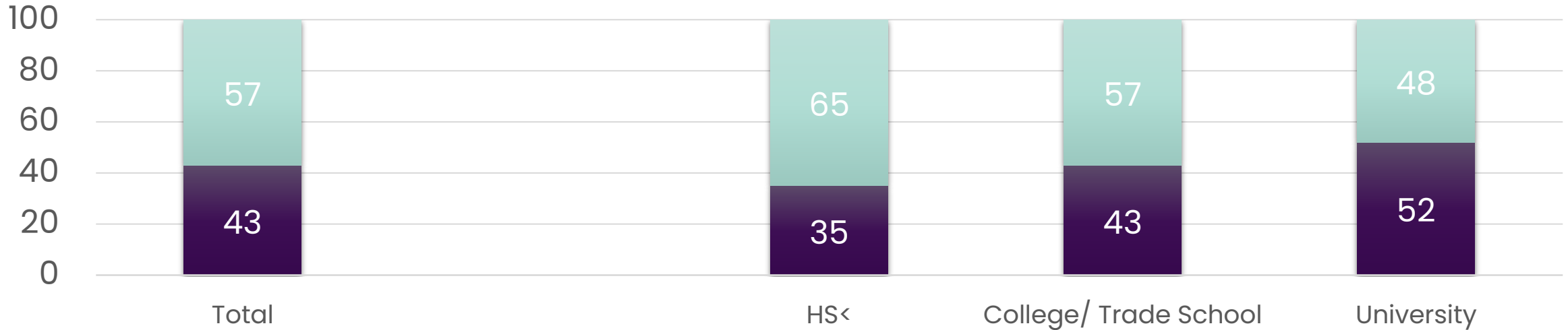
The lack of trusting predisposition is much more evident among the younger age cohorts.

■ Most people can be trusted ■ You can't be too careful in dealing with people



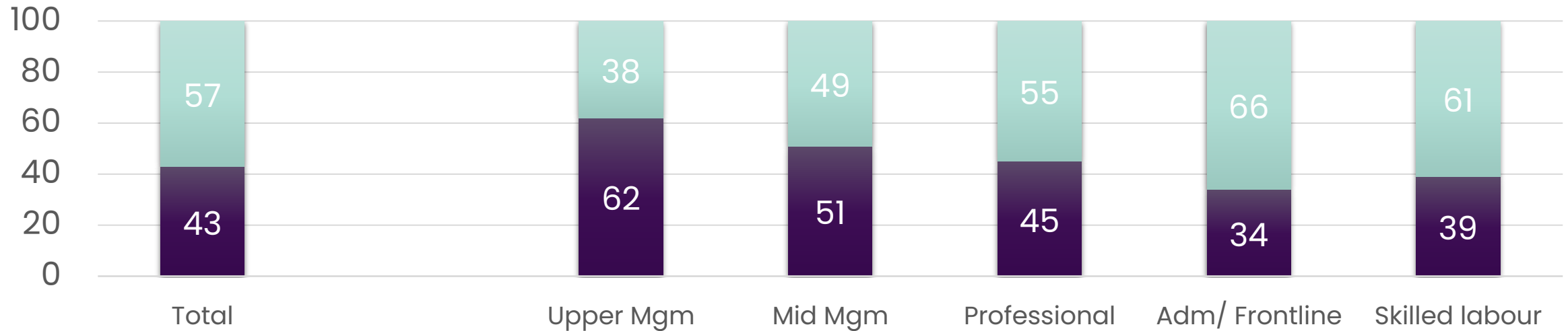
The more educated the higher the trust predisposition.

■ Most people can be trusted ■ You can't be too careful in dealing with people



There is also a dramatic decline in trust predisposition the further out from the C-suite the individual is.

■ Most people can be trusted ■ You can't be too careful in dealing with people





THE TRUST INDEX™

**Aggregate trust scores for our institutions of government,
business, media and non-profits/charities**



TRUST IN INSTITUTIONS

Breaking down the components of the aggregate score show charity, nonprofits and smaller companies score much higher. Media, corporate sector and government score much lower.



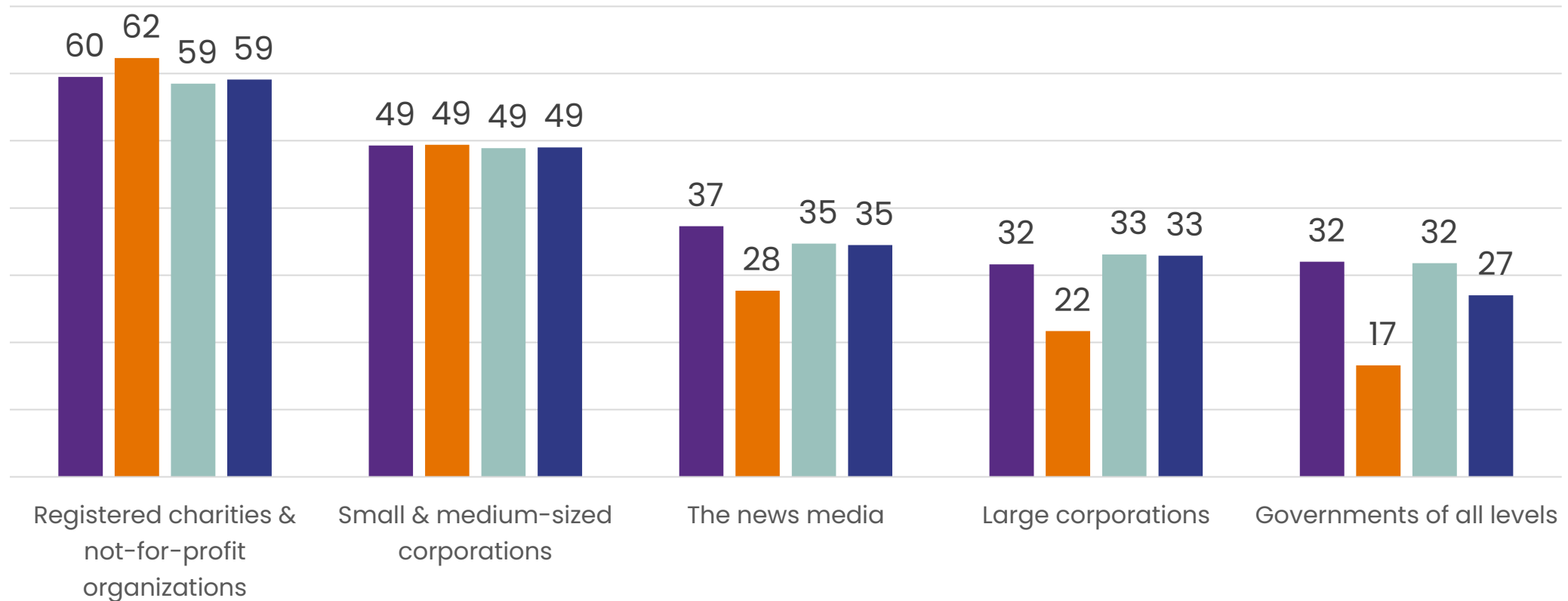
When you think of each of the following people or groups of people, to what extent do you TRUST each to do what is right for the United States, Americans and our society in general.

■ %5-6-7

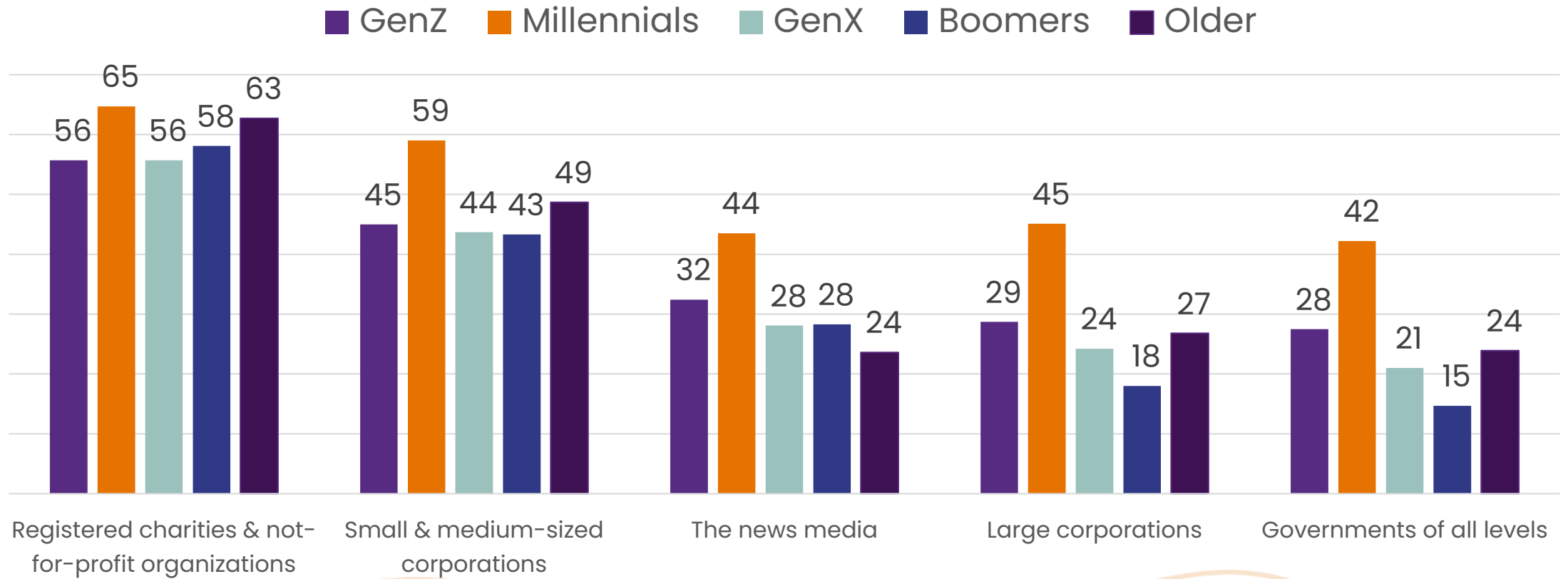


Regional data is very consistent.

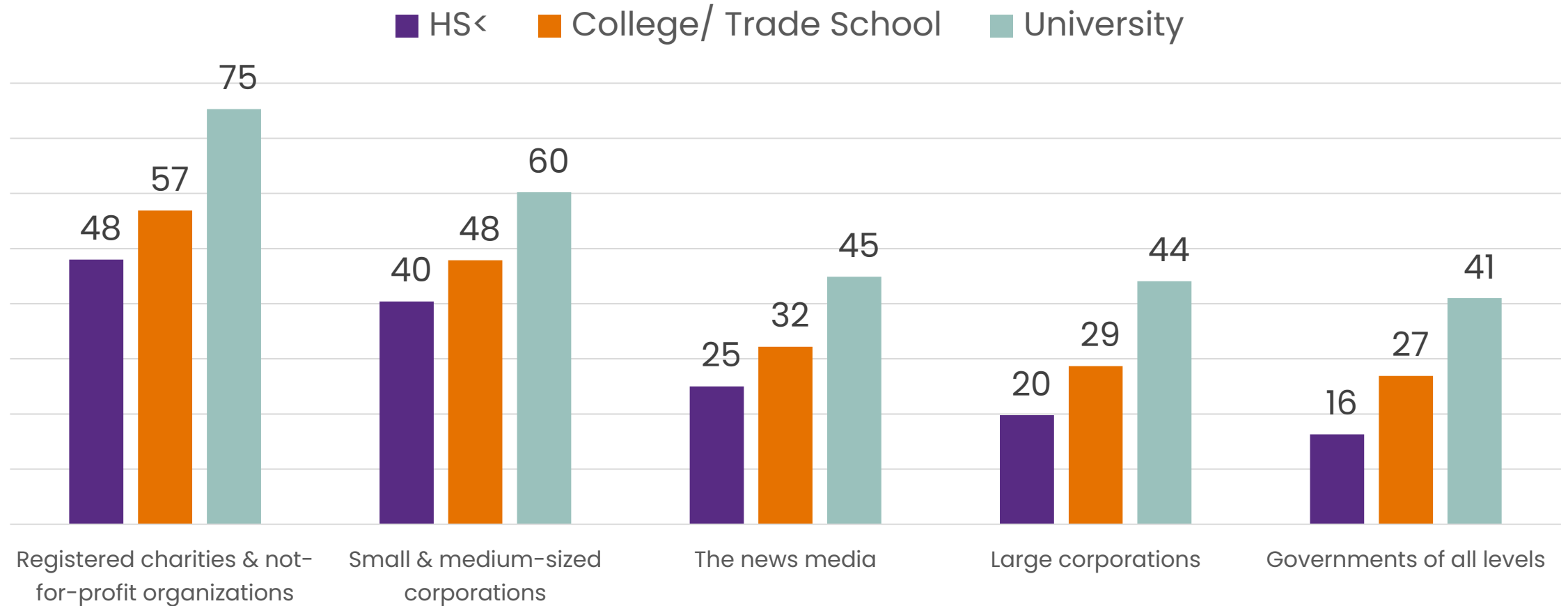
■ Northeast ■ Midwest ■ South ■ West



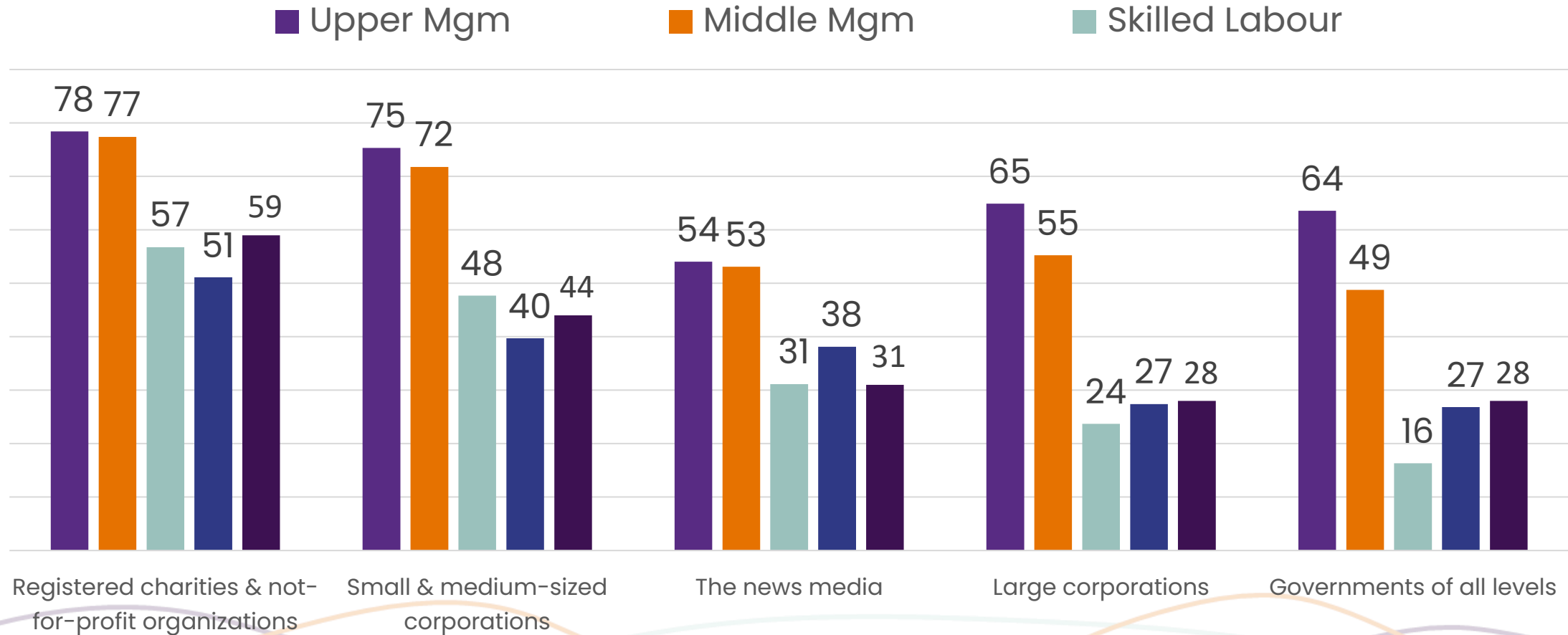
Millennials scoring higher trust levels; particularly charities and small businesses. Generally, GenX, Boomers and older are least trusting of these institutions



Education has a dramatic effect on these trust levels.



Type of work also matters; management appears to be much more trusting than front line workers.





TRUST IN INFORMATION SOURCES

Among Americans generally, trust information from traditional media 11 points higher than trust in new media sources.

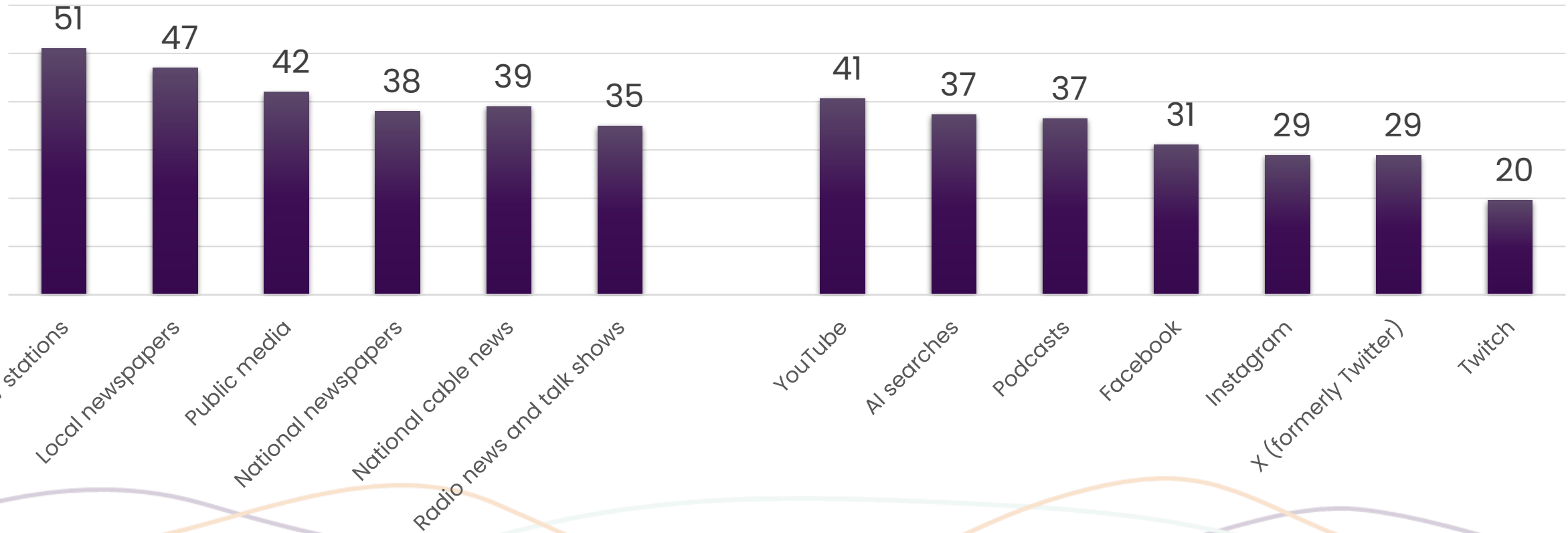


On a scale of 1 to 7, please indicate how much you are willing to TRUST the following sources to provide you with RELIABLE INFORMATION.

Traditional Media
Mean: **42%**

■ %5-6-7

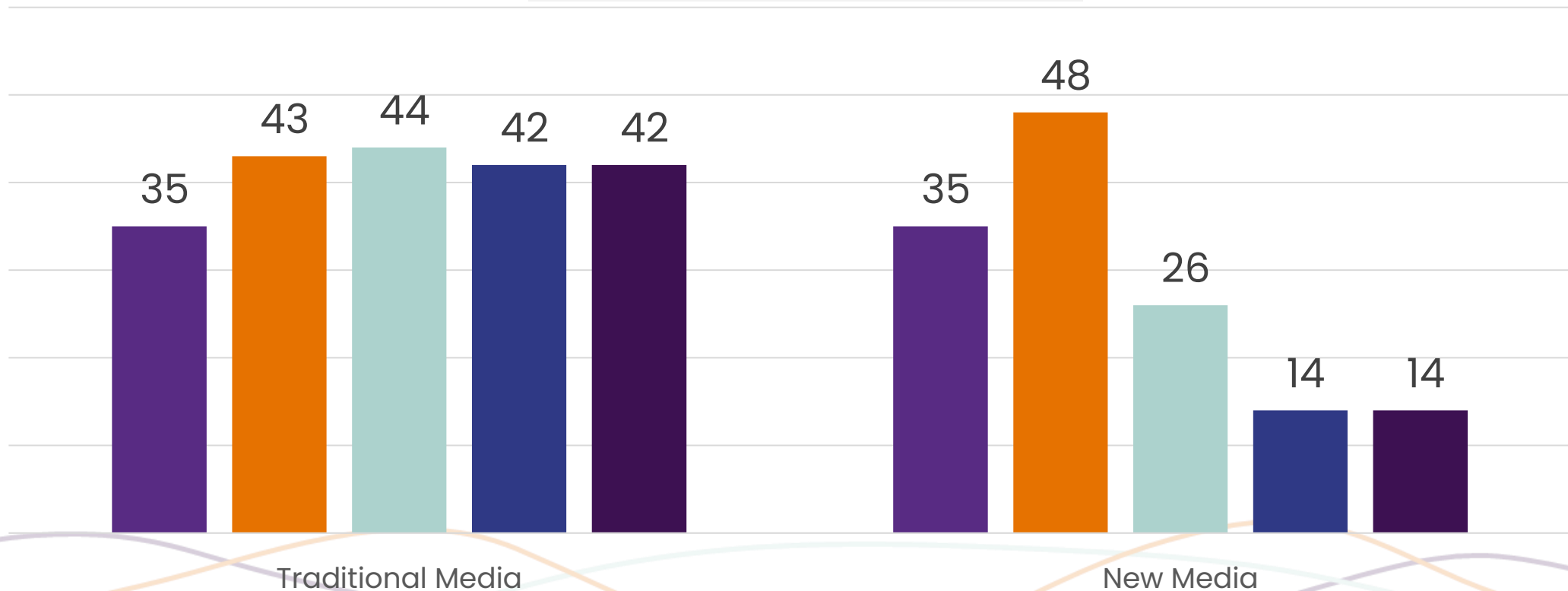
New Media
Mean: **31%**



While all ages show similar patterns with traditional media in aggregate, age is the dominant predictor of new media trust.

■ GenZ ■ Millennials ■ GenX ■ Boomers ■ Older

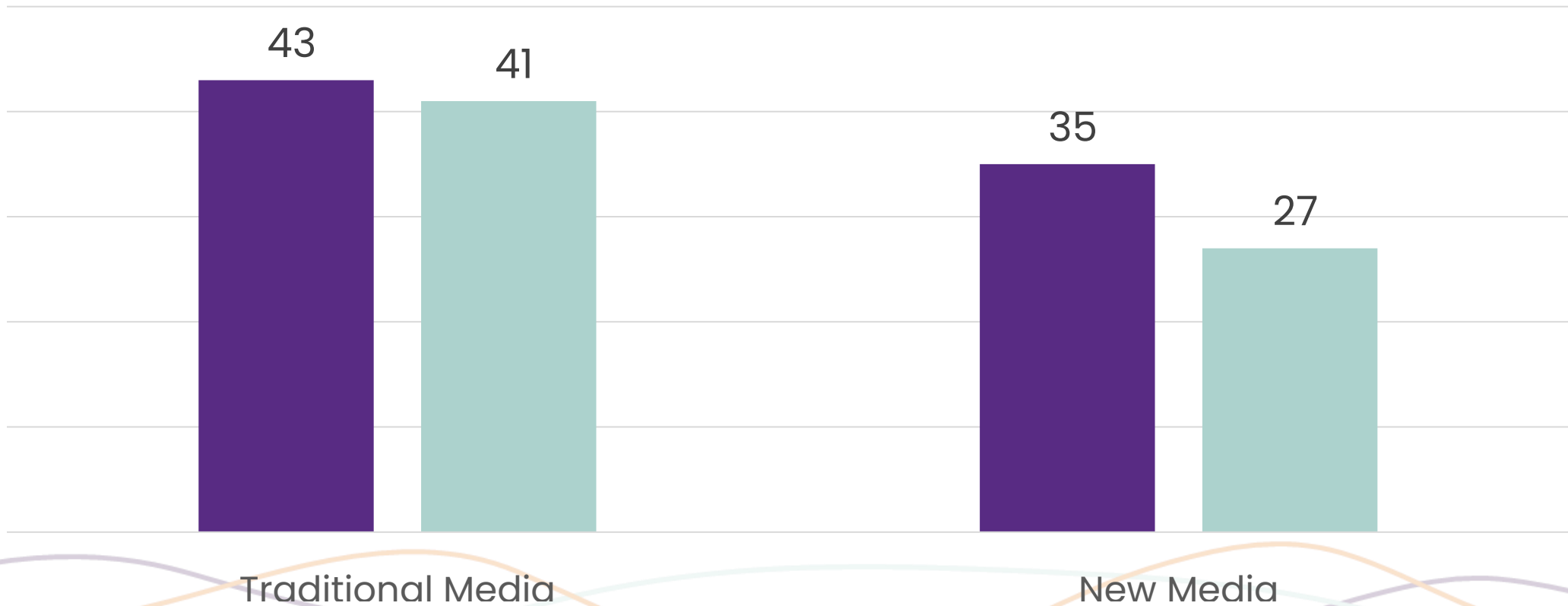
Mean Trust Score



Males show higher trust in information from new media than females.

■ Male ■ Female

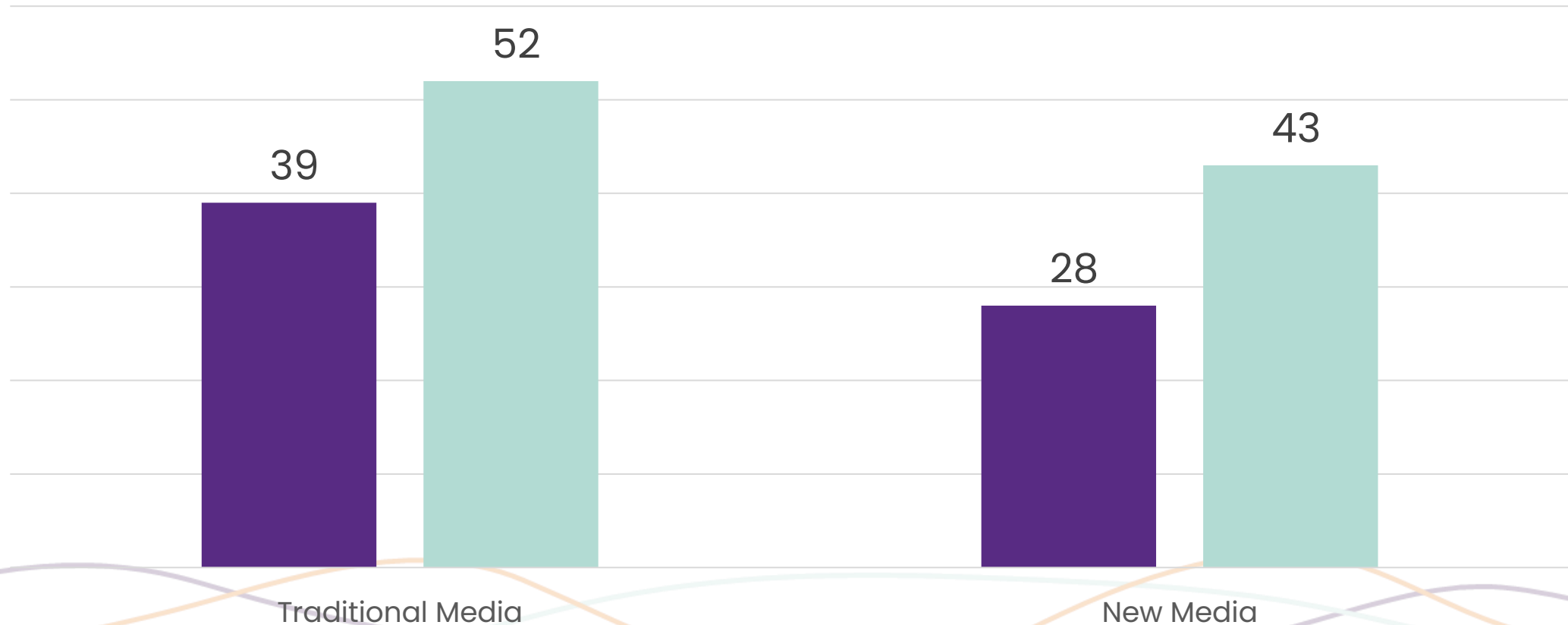
Mean Trust Score



Income effects media trust scores as well. Higher income Americans show higher trust levels in both media streams.

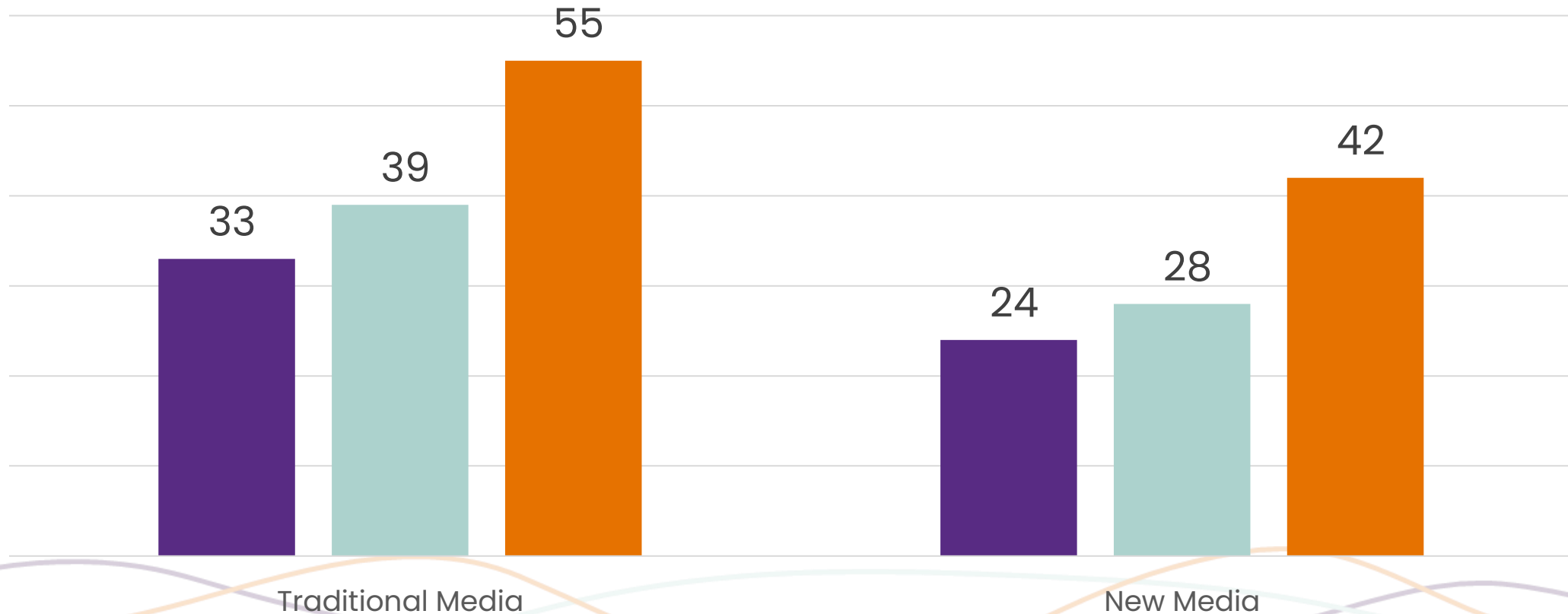
■ <\$100K ■ \$100k+

Mean Trust Score



Those with university education show higher media trust levels.

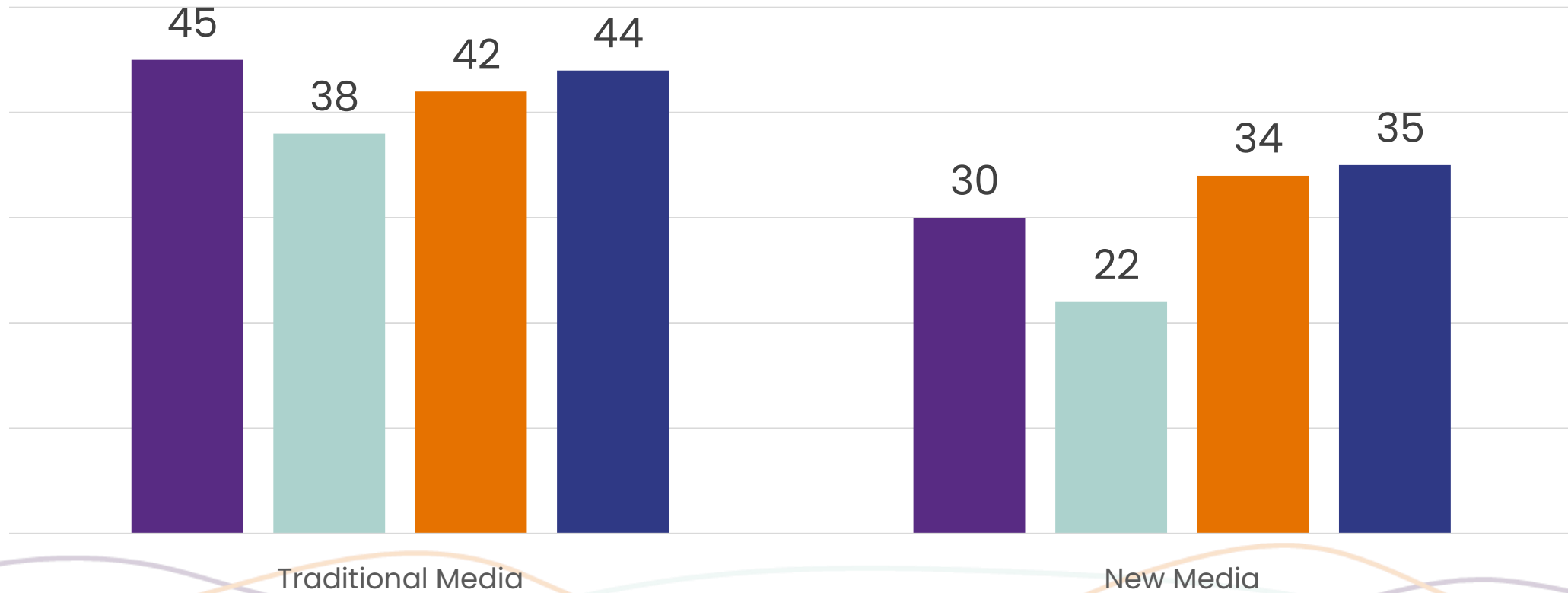
■ HS< ■ College / Trade School ■ University
Mean Trust Score



Little difference by region.

■ Northeast ■ Midwest ■ South ■ West

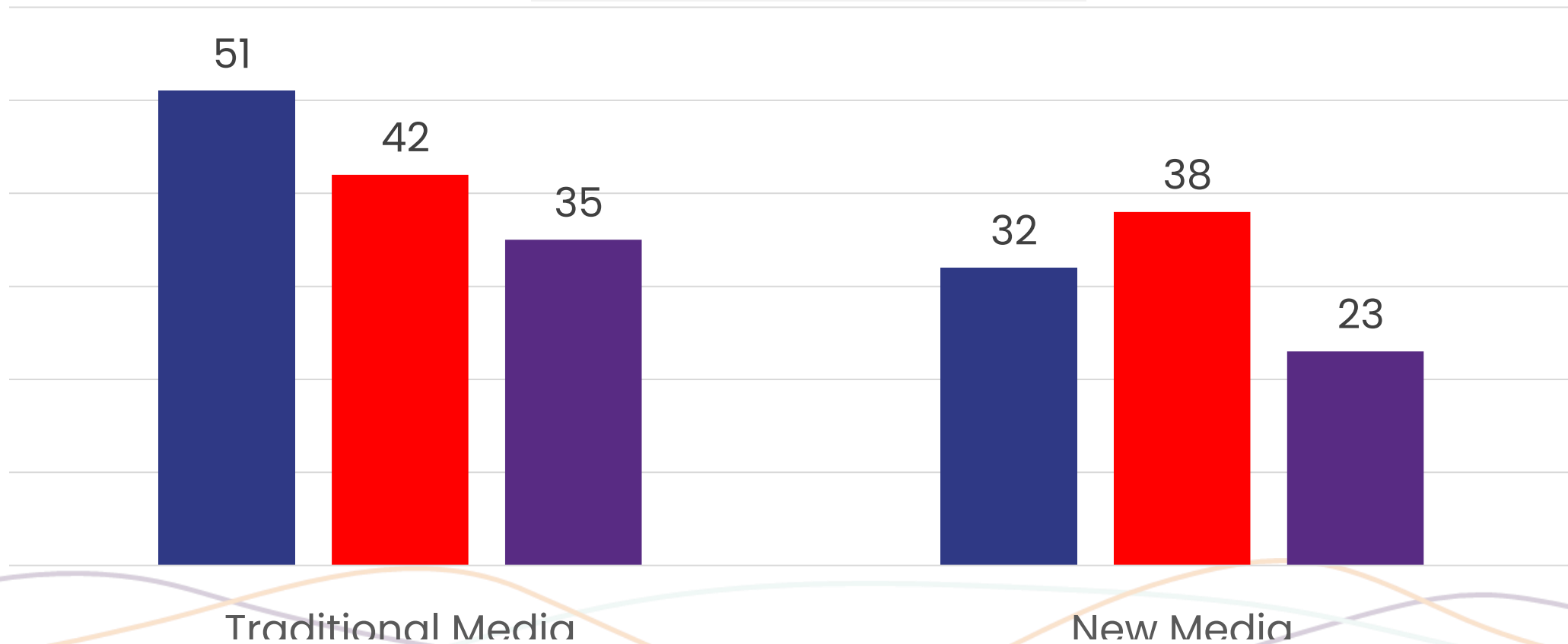
Mean Trust Score



Political party leanings show that Democrats give higher trust score to traditional media and Republicans higher to new media.

■ Democrat ■ Republican ■ Independent

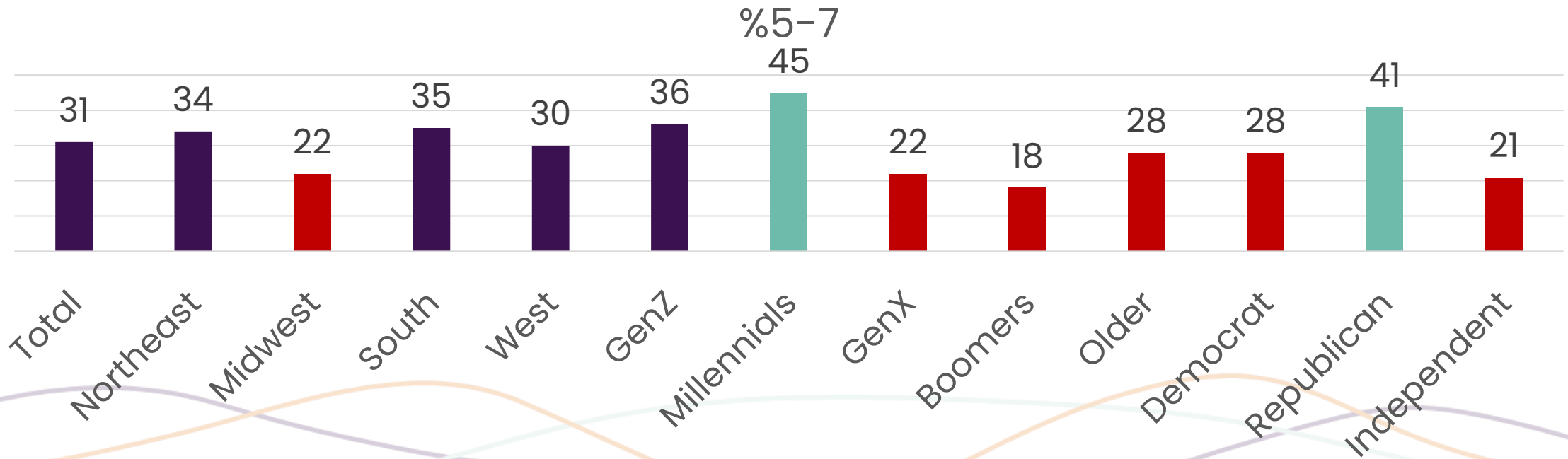
Mean Trust Score



When it comes to trusting information from federal government officials, trust levels are at 31%. Younger cohorts are more trusting than older cohorts. Republican leaning people are much higher than others.

Q On a scale of 1 to 7, please indicate how much you are willing to TRUST the following sources to provide you with RELIABLE INFORMATION.

The Federal Government & Government Officials



A woman is shown from the chest up, wearing a VR headset. The scene is filled with digital overlays and data visualizations. On the left, there are two circular progress indicators with '89%' and '50%' inside. In the center, the text 'ARTIFICIAL INTELLIGENCE' is prominently displayed in white. Below it, a small box labeled 'CHARACTER' contains a barcode-like graphic. To the right, a wireframe model of a human head is visible. The background features various data charts, including bar graphs and circular gauges, all rendered in shades of blue and purple. The overall aesthetic is futuristic and tech-oriented.

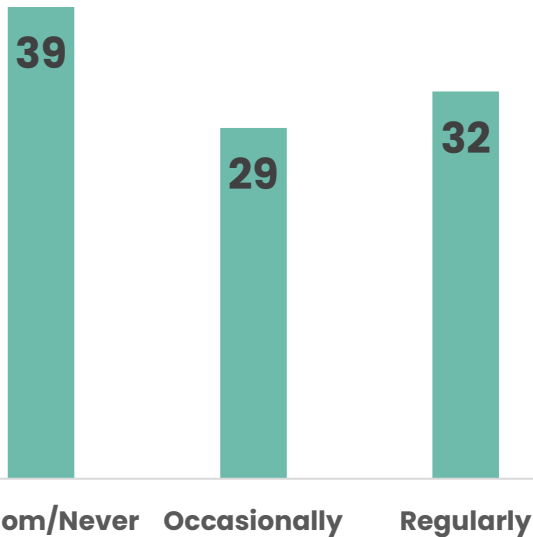
ARTIFICIAL INTELLIGENCE

Millennials, followed by Gen-Z, are leading the way in adopting AI, personally and professionally.



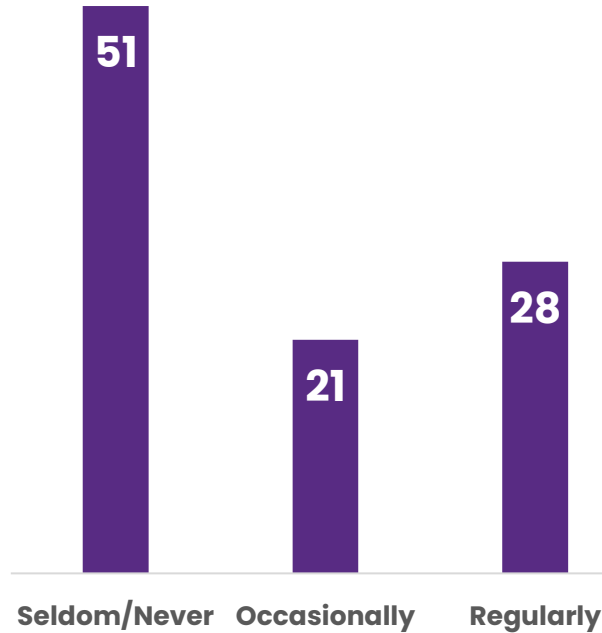
To what extent do you personally use AI tools in your personal or work life?

Personally



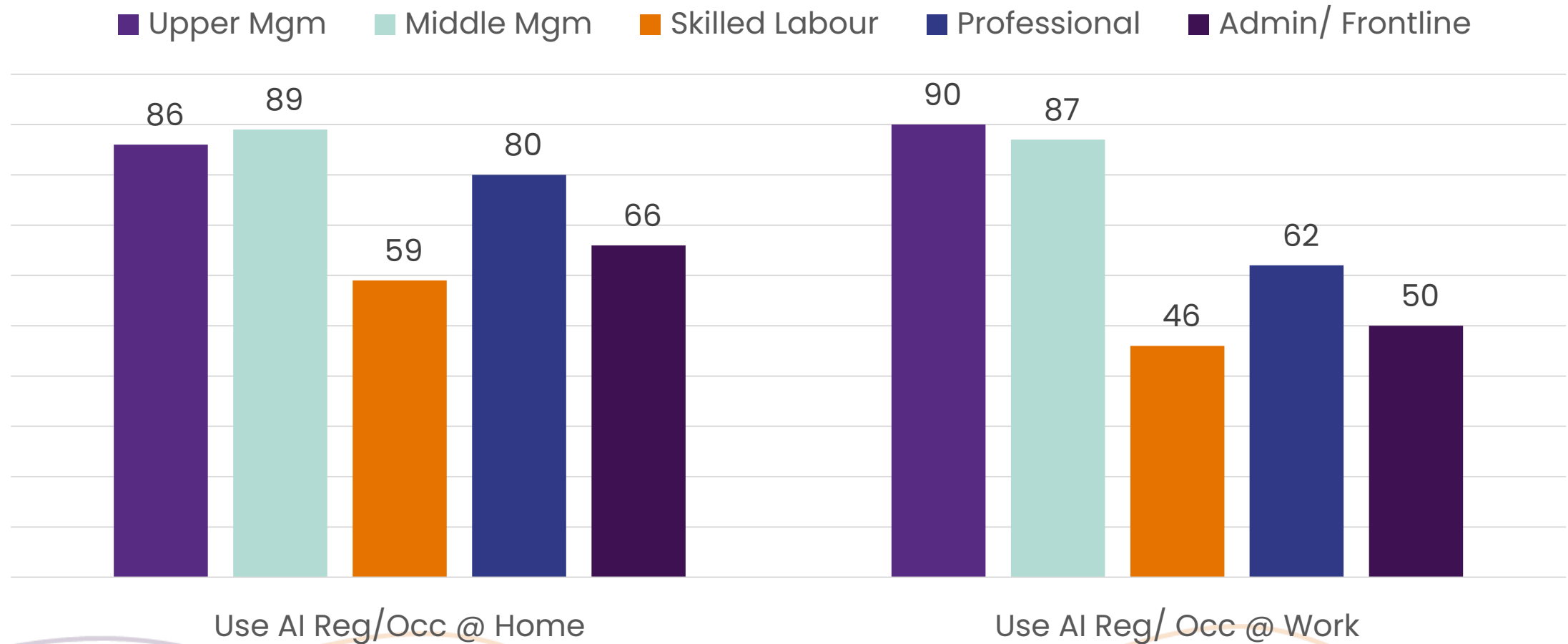
	Use Reg./ Occ.	Use Seldom / Never
Male	63	37
Female	60	40
Gen Z	68	32
Millennials	79	21
Gen X	61	39
Boomer	39	61
Older	19	81

Work



	Use Reg./ Occ.	Use Seldom / Never
Male	53	47
Female	43	57
Gen Z	57	43
Millennials	70	30
Gen X	49	51
Boomer	17	83
Older	9	91

Management workers appear to be more of the adopters at present.

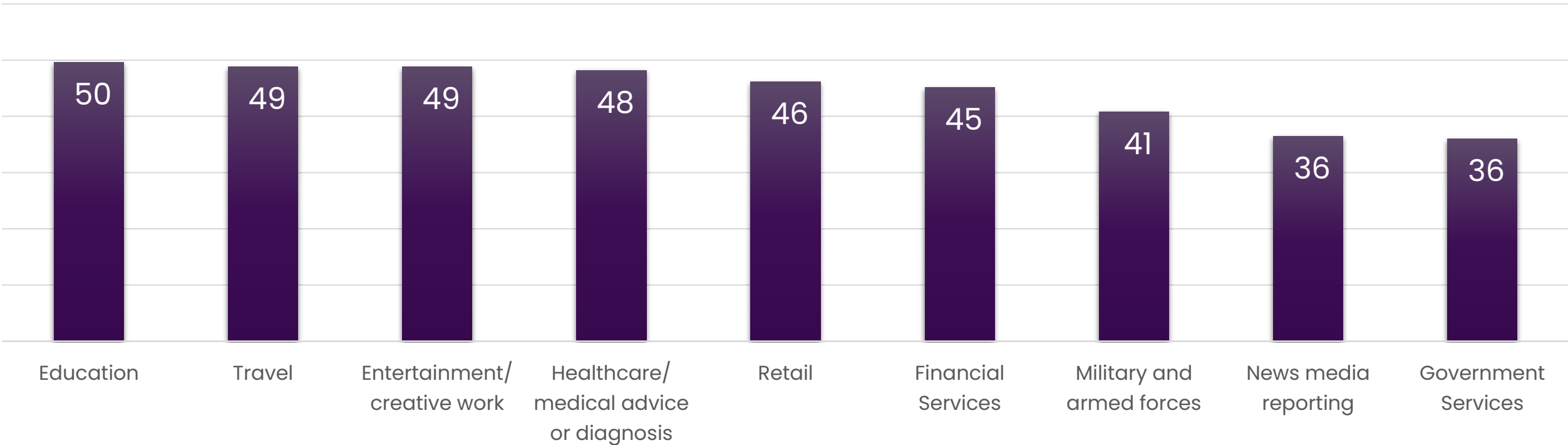


Trust in AI to support various sectors is presented here.



How much do you trust Artificial Intelligence (AI) to support the following sectors to help them operate more competently and effectively?

■ %5-6-7

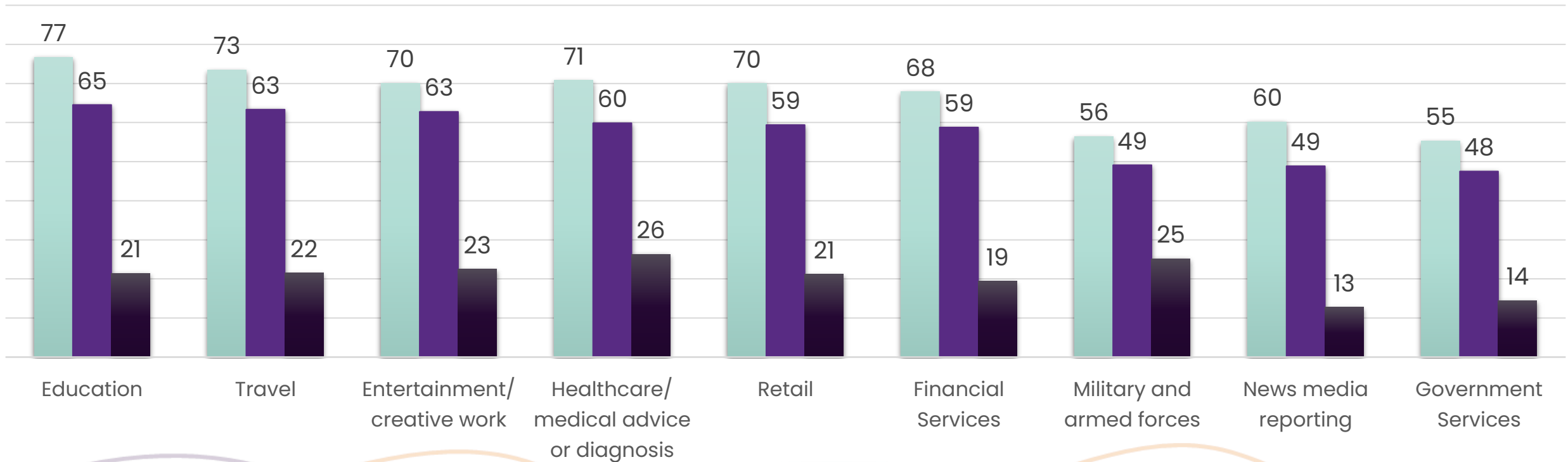


Trust among adopters is strong; far less so among those not using AI at present.

Trust Among Different AI Usage Patterns

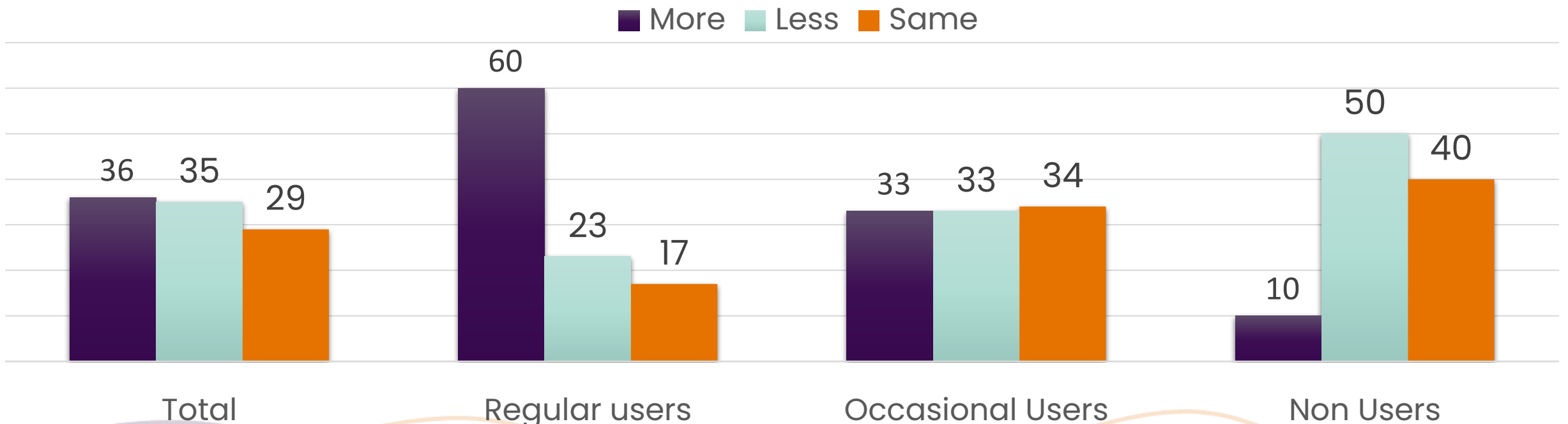
%5-7

■ Use AI Reg ■ Use AI Reg/ Occ ■ Use AI Seldom/ Never



Belief that personal trust will improve as more information is produced with AI is mixed. Only regular users are of the mind that trust will increase. Few non-users believe their feelings will evolve to more trusting.

Q As more information is produced with the help of Artificial Intelligence, is content produced by AI more or less likely to increase or decrease your trust in the sources you read, or see?



Among various groups, younger Americans believe trust will increase; as do university educated. Other groups are less certain.

