2026 Page-Harris Poll Confidence in Business Index

Regaining Credibility in the GenAI Era

Rochelle L. Ford, Ph.D., APR
CEO
rford@page.org

Rob Jekielek
Managing Director
rob.jekielek@harrispoll.com

2026 Page-Harris Poll Confidence in Business Index: Methodology

Qualification Criteria:
General Public / Consumers
Adults Ages 18+

Sample Size:
n=15,285

Field Dates:
December 5th to 12th , 2025

Mode:
Online survey

Weighting:
Data weighted country populations to ensure results are projectable to adults ages 18+

In tables and charts:
Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses

GLOBAL MARKETS
(Global n=15,285)

Australia	n=1,021
Brazil	n=1,028
Canada	n=1,021
China	n=1,024
France	n=1,013
Germany	n=1,022
India	n=1,013
Italy	n=1,028
Japan	n=1,019
Mexico	n=1,020
Saudi Arabia	n=1,020
United Arab Emirates (UAE)	n=1,014
United Kingdom (UK)	n=1,019
United States (US)	n=2,023

CONFIDENCE IN BUSINESS ISSUES

1. Economic stability and growth
2. Job creation and workforce skills development
3. Environmental Issues
4. Corruption
5. Mental health issues
6. Income inequality
7. Trust in key societal institutions
8. Racial/minority equality
9. Potential negative impacts of AI
10. Regulation of AI
11. Gender equality
12. Maintaining new workplace flexibilities
13. Major international conflicts
14. Improving products and making UX better using AI
15. Polarization in society
16. Research and technological innovation

INFORMATION SOURCES

1. Search engines (e.g., Google, Bing, etc.)
2. YouTube
3. Social Media in general
4. Word of mouth (e.g. Friends, family, coworkers)
5. News media
6. Consumer ratings and reviews
7. Company or brand website
8. Facebook
9. Instagram
10. Dedicated Generative AI Tool (e.g. Gemini, ChatGPT, Perplexity)
11. TikTok
12. Wikipedia
13. Advertising/sponsored content
14. Employee reviews (e.g. Glassdoor, Indeed)
15. LinkedIn
16. X (formerly Twitter)
17. Blogs in general
18. Reddit

Research on Behalf of Page by

The Harris Poll
Harris Insights & Analytics LLC, A Stagwell Company

1 A Call to Action on Economic Impact

To Regain Credibility, Demonstrating Economic Impact for Everyone is Foundational

- Economic impact is the standout #1 issue, but Confidence lags substantially
- The world wants corporate intervention on economic impact they can feel and understand

2 Young Adults Prioritize Mental Health

Difference in Issues Expectations are Sharpest by Generation

- Mental Health stands out with Gen Z (#2)
- Corruption stands out with Boomers (#1)

3 The Confidence Curve is Broken - Few See Action and Context

Lagging Confidence is Driven by a Lack of Visibility on and Understanding of What Companies are Doing

- Only a small percentage (29%) of the global public see company action and understand context across key issues
- The vast majority (71%) see little, delivering minimal confidence in companies

4 Authority is Upside Down

The Most Trusted Sources of the 20th Century Have Been Overthrown

- Search stands out in usage and on trust
- GenAI surging in usage and trust
- News media is 2nd tier as a source, declines drastically by Generation

IMPORTANCE
for leading companies to make a positive impact on issues
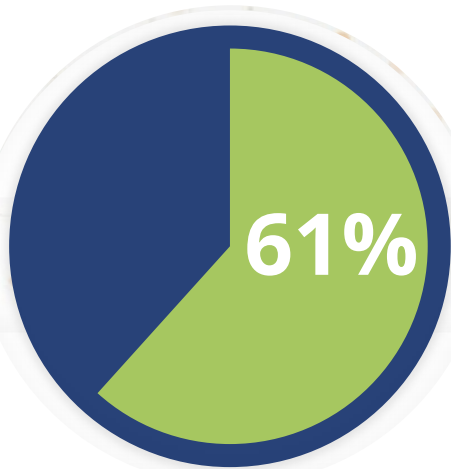**(% very important)**

ESSENTIALS

Issue	%
Economic stability and growth	61%
Corruption	56%
Job creation and workforce skills development	56%
Research and technological innovation	51%
Mental health issues	51%
Environmental issues	50%

DIFFERENTIATORS

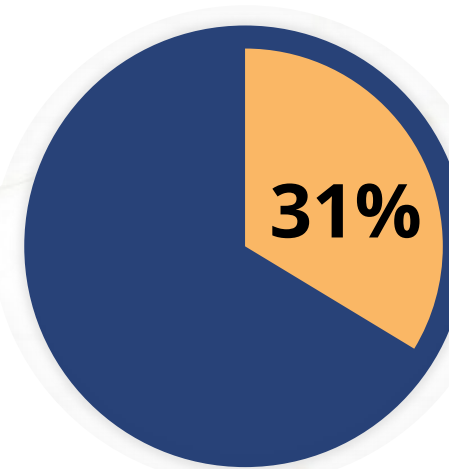| Issue	%
Gender equality	47%
Racial/ minority equality	45%
Regulation of AI	45%
Income inequality	45%
Trust in key societal institutions (e.g. government, media)	44%
Potential negative impacts of AI (e.g. impact on jobs, mis/ disinformation)	40%
Maintaining new workplace flexibilities (e.g. work from home/ hybrid work)	39%
Major international conflicts	38%
Improving products and making user experiences better/ easier using AI	35%
Polarization in society	31%

61% expect leading companies to create economic impact for everyone

% Very Important for Leading Companies to Make a Positive Impact on Economic Stability and Growth

61%

31% believe they'll deliver

% High Confidence that Leading Companies can make a Positive Impact on Economic Stability and Growth

31%

Five Faces of Corruption

1 **Abuse of Power & Misuse of Authority**

2 **Lack of Transparency, Hidden Deals & Non-Accountability**

3 **Systemic, Cultural, and Everyday Normalization of Corruption**

4 **Bribery, Favoritism & Illicit Exchange ("Pay to Play")**

5 **Social Harm, Inequality, Hopelessness & Loss of Trust in Institutions**

In the Words of the global Public

Mexico — "Abuse of power is everywhere — bribes, extortion, and mismanagement of public funds."

United Kingdom — "Politicians and leaders act for themselves, not the public — everyone sees it."

Brazil — "Everything is hidden; no one knows where the money goes."

United States — "Corruption is tied to special interest groups providing money to get their agenda passed — all done in the shadows."

India — "It is systemic and affects every layer of life — from documents to major projects."

Italy — "Corruption is everywhere; it has always existed and won't disappear."

Germany — "Bribery is still used to secure public and private contracts."

India — "People often have to pay someone to speed up procedures or access services."

Mexico — "Corruption worsens daily and keeps poor neighborhoods from developing, trapping people in insecurity."

Canada — "Corruption is increasing and people feel powerless to stop it."

Very Important Rank	Global 2024	USA	MX	CAN	BR	CHN	JP	IN	AUS	KSA	UAE	FR	GER	IT	UK
Unweighted Base	15,285	2,023	1,020	1,021	1,028	1,024	1,019	1,013	1,021	1,020	1,014	1,013	1,022	1,028	1,019
Economic stability and growth	1	1	1	1	1	2	1	1	2	1	1	5	1	1	1
Corruption	2	2	2	1	4	3	3	1			1		3	3	2
Job creation and workforce skills development	2	3	3	3	5	3		3	4	2	2	2	2	2	4
Research and technological innovation	4				2	1	2	4		3	3		4	4	
Mental health issues	4	4	5	4	2		6	5	3		6				5
Environmental issues	6	5	3		6	5	4		2		5		6	4	6
Gender equality			5			6		6				2	5	6	
Racial/minority equality					6					6					
Regulation of AI						6			5		6				3
Income inequality		6		5					6			2			
Trust in key societal institutions (e.g. government, media)										5	4				
Potential negative impacts of AI (e.g. impact on jobs, mis/ disinformation)															
Maintaining new workplace flexibilities (e.g. work from home/ hybrid work)													6		
Major international conflicts							5								
Improving products and making user experiences better/ easier using AI										6					
Polarization in society															

Q2. How important is it for leading companies in ... your country to make a significant positive impact on the following issues?
Source: Page-Harris Poll Business Confidence Index (Global General Public Across 14 Markets, 18+; n=15,285)
Markets Included: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Saudi Arabia, UAE, UK, US

7

Young Adults Prioritize Mental Health: Sharp Generational Differences on Corruption and Mental Health; Calibrate Issue Engagement by Generation

Top 5 issues for Boomers

Rank order of

1. Corruption
2. Economic stability and growth
3. Job creation and workforce skills development
4. Research and technological innovation
T5. Environmental issues
T5. Regulation of AI

Top 5 Global issues Overall

Rank order of

1. Economic stability and growth
2. Corruption
3. Job creation and workforce skills development
T4. Research and technological innovation
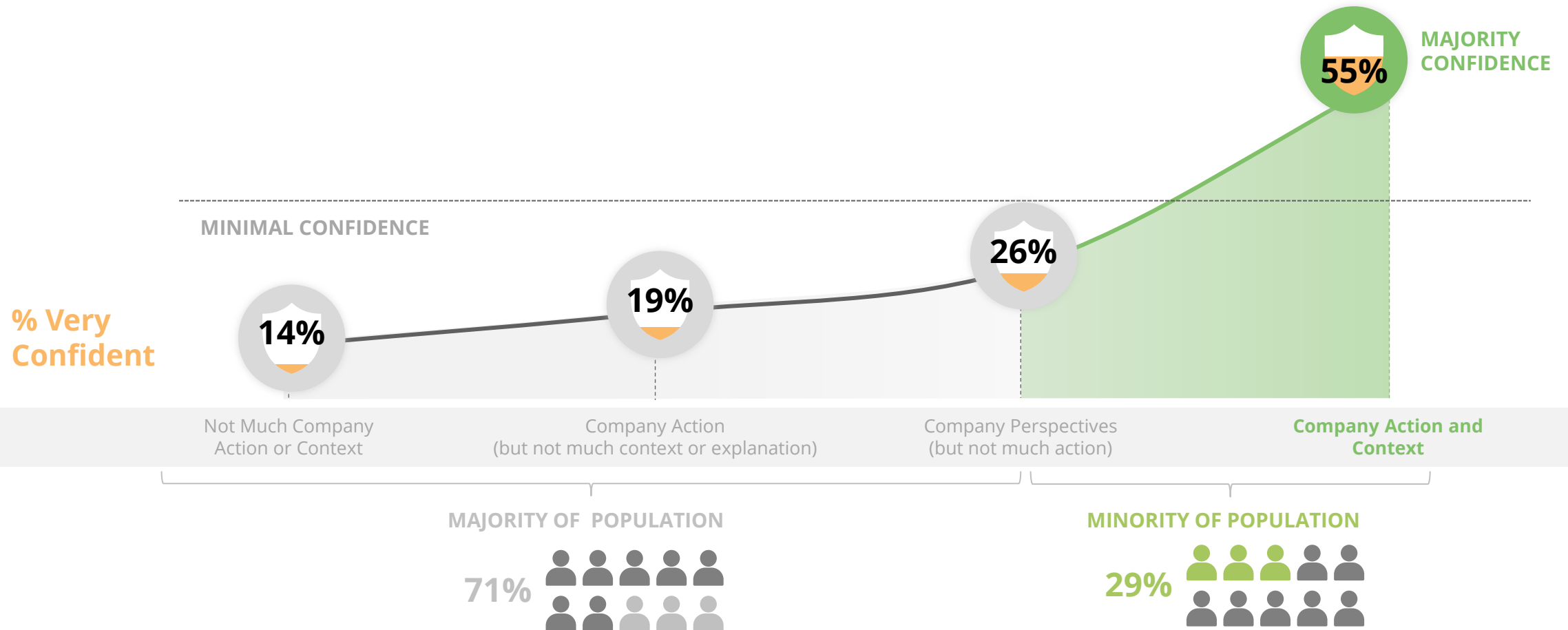T4. Mental health issues

Top 5 issues for Gen Z

Rank order of

1. Economic stability and growth
2. Mental health issues
3. Job creation and workforce skills development
T4. Environmental issues
T4. Gender equality

The Confidence Curve is Broken: Few See Action and Context; The Path to Confidence Requires Communicating Context and Showing Action

% Very Confident In Leading Companies on Key Issues Global Issues (14 Market Average Across 16 Key Issues)
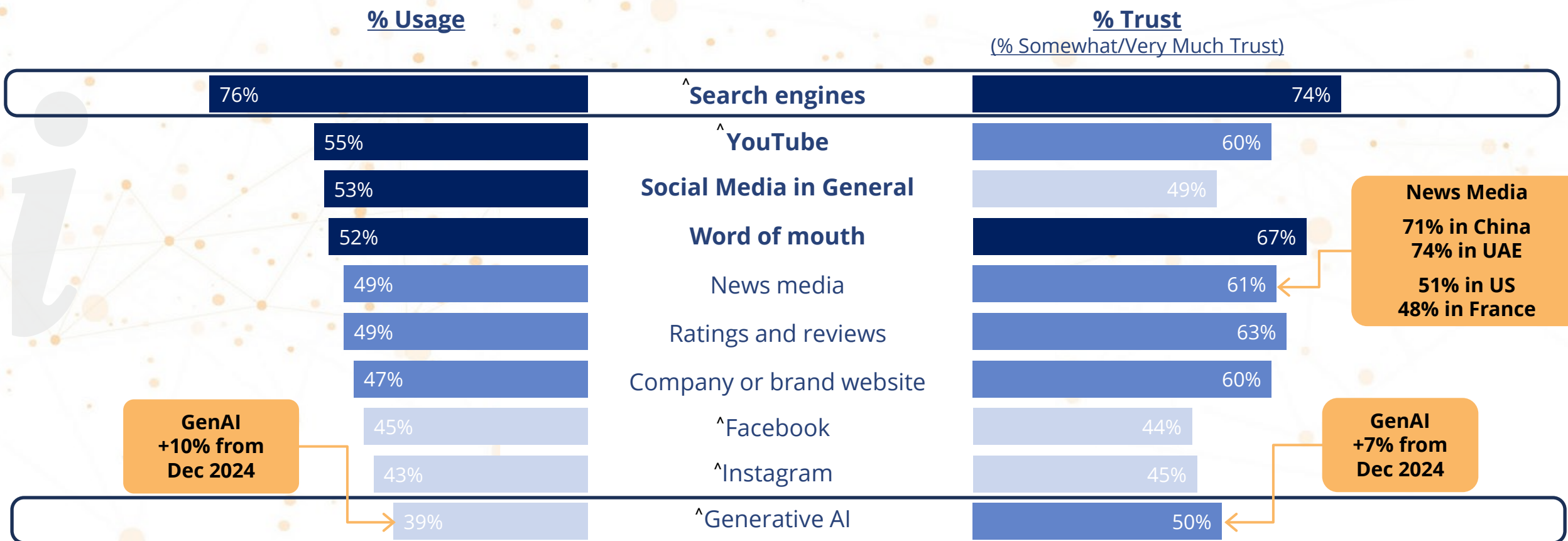
55% MAJORITY CONFIDENCE

MINIMAL CONFIDENCE

26%

19%

% Very Confident

14%

Not Much Company Action or Context

Company Action (but not much context or explanation)

Company Perspectives (but not much action)

Company Action and Context

MAJORITY OF POPULATION

71%

MINORITY OF POPULATION

29%

% Using When Looking for Information about a Company or Brand (Top 10 of 18 Sources)
(% Using Always/Often)

	% Usage		% Trust (% Somewhat/Very Much Trust)
^Search engines	76%		74%
^YouTube	55%		60%
Social Media in General	53%		49%
Word of mouth	52%		67%
News media	49%		61%
Ratings and reviews	49%		63%
Company or brand website	47%		60%
^Facebook	45%		44%
^Instagram	43%		45%
^Generative AI	39%		50%

News Media
71% in China
74% in UAE
51% in US
48% in France

GenAI +10% from Dec 2024

GenAI +7% from Dec 2024

Q5 When learning about a company or brand, how often do you use the following/Q6 How much do you trust the information from each of the following:
Source: Page-Harris Poll Business Confidence Index (Global General Public Across 14 Markets, 18+; n=15,285)
Markets Included: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Saudi Arabia, UAE, UK, US
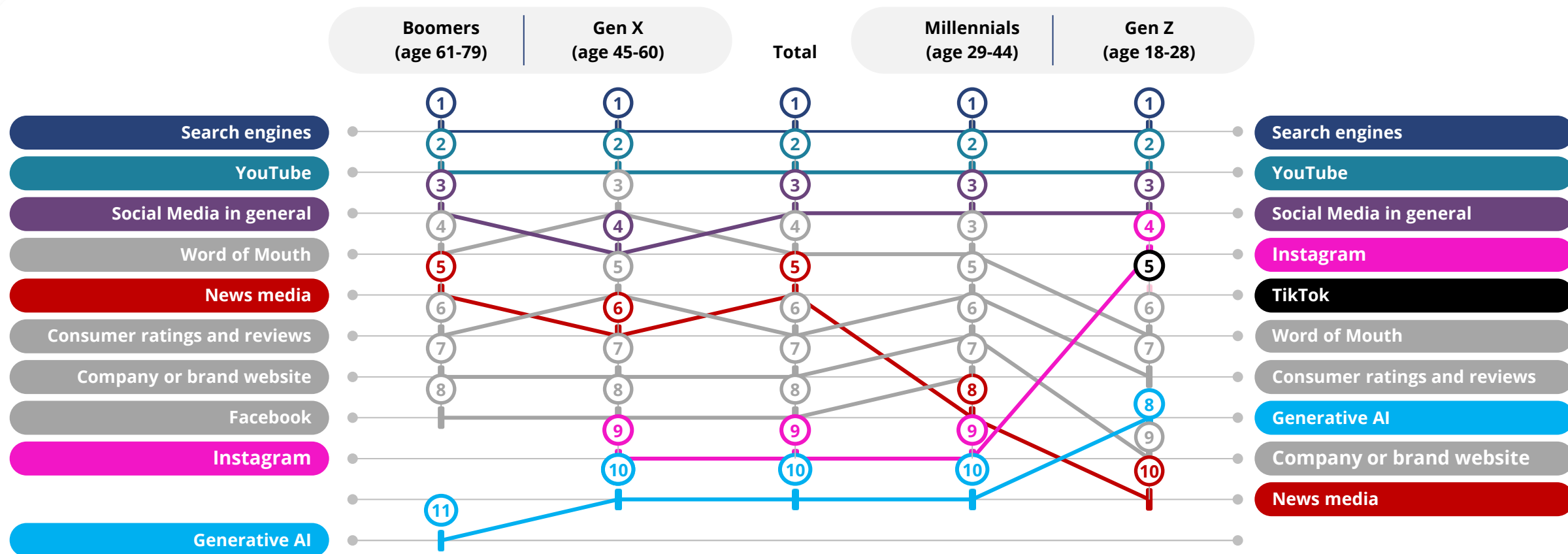
^Excludes China

10

URGENTLY Modernize Channel Mix: Search & GenAI are Converging - New Algorithm to Regain Credibility, Fortify Reputation; Social Remains a Key Priority, but New Strategy Needed

Rank of Top Channels Being Used When Looking for Information about a Company or Brand
(Rank – Being Used Always/Often – Top 10 out 18)

Q5 When learning about a company or brand, how often do you use the following:
Source: Page-Harris Poll Business Confidence Index (Global General Public Across 14 Markets, 18+; n=15,285, Gen Z n=3,175; Millennials n=5,139; Gen X n=3,950; Boomers n=2,866)
Markets Included: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Saudi Arabia, UAE, UK, US

11

1. A Call to Action for Corporations Worldwide:

Own Your "Economic Impact for Everyone" Narrative – or Savvy Politicians will

- Two years of data, based on over 30,000 global respondents clearly indicate the standout Public expectation of companies to deliver Economic Impact they can feel, but the Public does not see companies delivering
- This is not a hypothetical risk, it has already clearly emerged with attacks on companies by savvy politicians who aim to place perceived economic underperformance on companies

2. Mind the Generation Gap

Primarily Calibrate Issue Engagement by Generation

- Strong consistency in issue expectations and information sources across countries
- Standout differences in issue expectations and information sources are by generation – e.g.
  - Corruption and News Media with Boomers
  - Mental health and Social Media with Gen Z

3. Prove it with Action

The Path to Credibility - Communicate Context and Show Action

- 71% of the Public lack understanding of what companies are doing across key issues, and why.
  Fill the gap:

  1. Actions and examples are the bedrock of proof - they are also the nutrients that Search Engines and GenAI crave

  2. Communicate Context so the Public "Gets It" – and to differentiate vs. peers

4. URGENTLY Modernize Channel Mix

Search & GenAI are Converging - New Algorithm to Regain Credibility, Fortify Reputation

- Discoverability in Search and GenAI is the new frontier for Communications and Corporate Affairs
- Owned content is foundation for future authority, feeding Search and GenAI
- Social remains a key priority, but new strategy needed; YouTube is now best organic + paid blueprint at intersection of search, GenAI, Owned, and Social
- News media's new role: trusted highlights for discovery; paid is required for distribution

12

Rochelle L. Ford, Ph.D., APR
CEO
rford@page.org

Rob Jekielek
Managing Director
rob.jekielek@harrispoll.com

www.page.org