



## 2026 Page-Harris Poll Confidence in Business Index

# Regaining Credibility in the GenAI Era

Rochelle L. Ford, Ph.D., APR

CEO

[rford@page.org](mailto:rford@page.org)

Rob Jekielek

Managing Director

[rob.jekielek@harrispoll.com](mailto: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 5<sup>th</sup> to 12<sup>th</sup>, 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



# Key Findings

## 2026 Page-Harris Poll Confidence in Business Index: Regaining Credibility in the GenAI Era



### 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



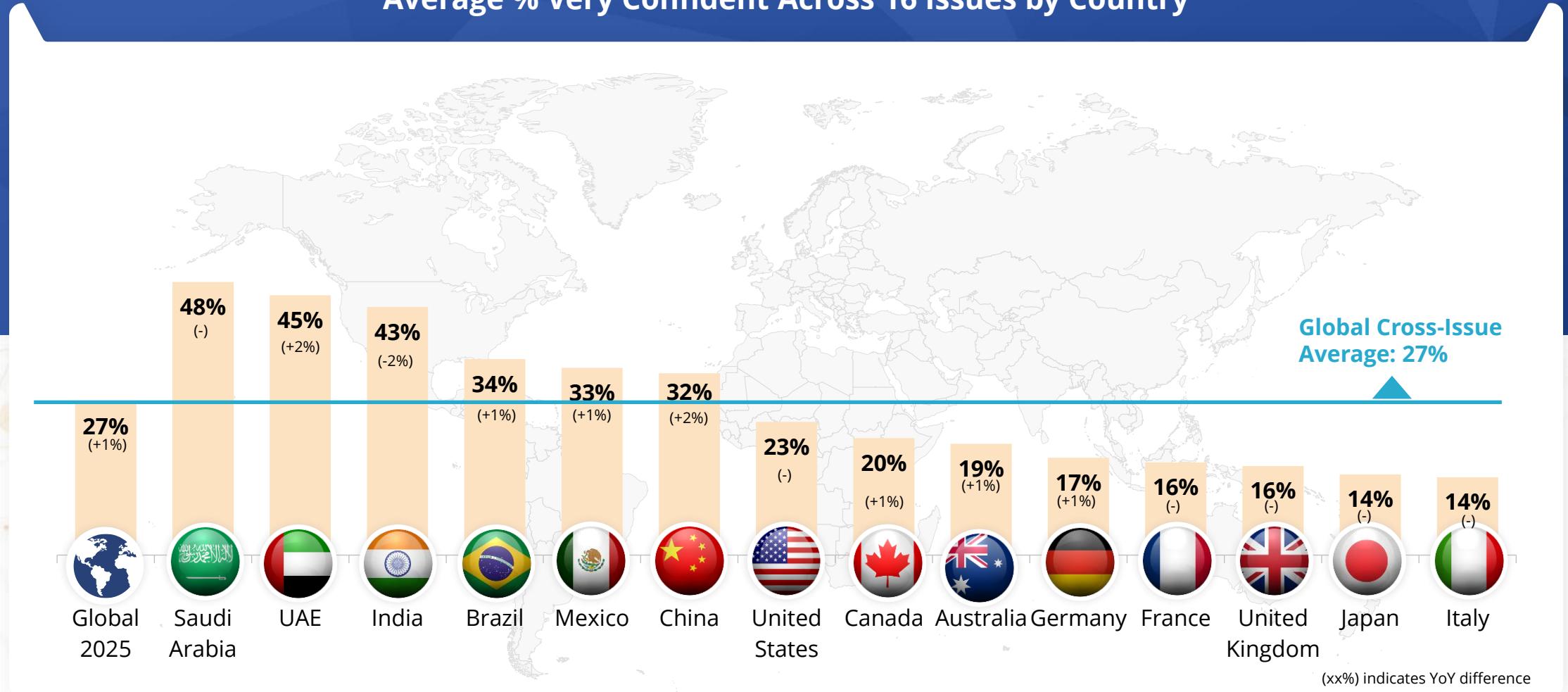
### 4 Authority is Upside Down

#### 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 2<sup>nd</sup> tier as a source, declines drastically by Generation

# CO Cross-Issue Confidence in Business by Country

## Average % Very Confident Across 16 Issues by Country



Q3 How confident are you that leading companies in ... your country can make a significant impact on each of these issues?

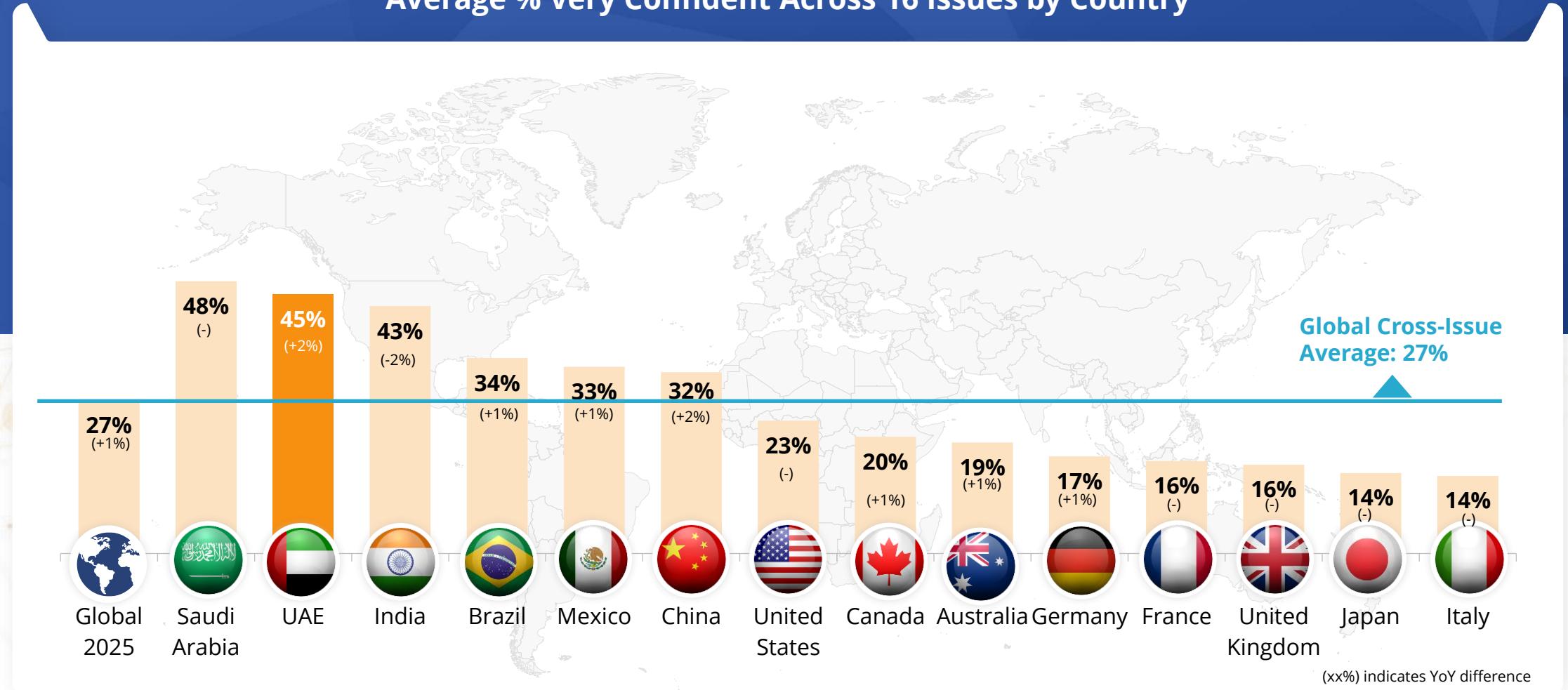
Source: Page-Harris Poll Business Confidence Index Global General Public Across 14 Markets, 18+;

Global (n=15,285); Saudi Arabia (n=1,020); India (n=1,013); United Arab Emirates (n=1,014); China (n=1,024); Brazil (n=1,028); Mexico (n=1,020); US (n=2,023); Canada (n=1,021); Australia (n=1,021); France (n=1,013); Germany (n=1,022); UK (n=1,019); Japan (n=1,019); Italy (n=1,028)



# Public Perceptions in the UAE Show 45% Confidence in Business Impact on Key Issues

## Average % Very Confident Across 16 Issues by Country



Q3 How confident are you that leading companies in ... your country can make a significant impact on each of these issues?

Source: Page-Harris Poll Business Confidence Index Global General Public Across 14 Markets, 18+;

Global (n=15,285); Saudi Arabia (n=1,020); India (n=1,013); United Arab Emirates (n=1,014); China (n=1,024); Brazil (n=1,028); Mexico (n=1,020); US (n=2,023); Canada (n=1,021); Australia (n=1,021); France (n=1,013); Germany (n=1,022); UK (n=1,019); Japan (n=1,019); Italy (n=1,028)



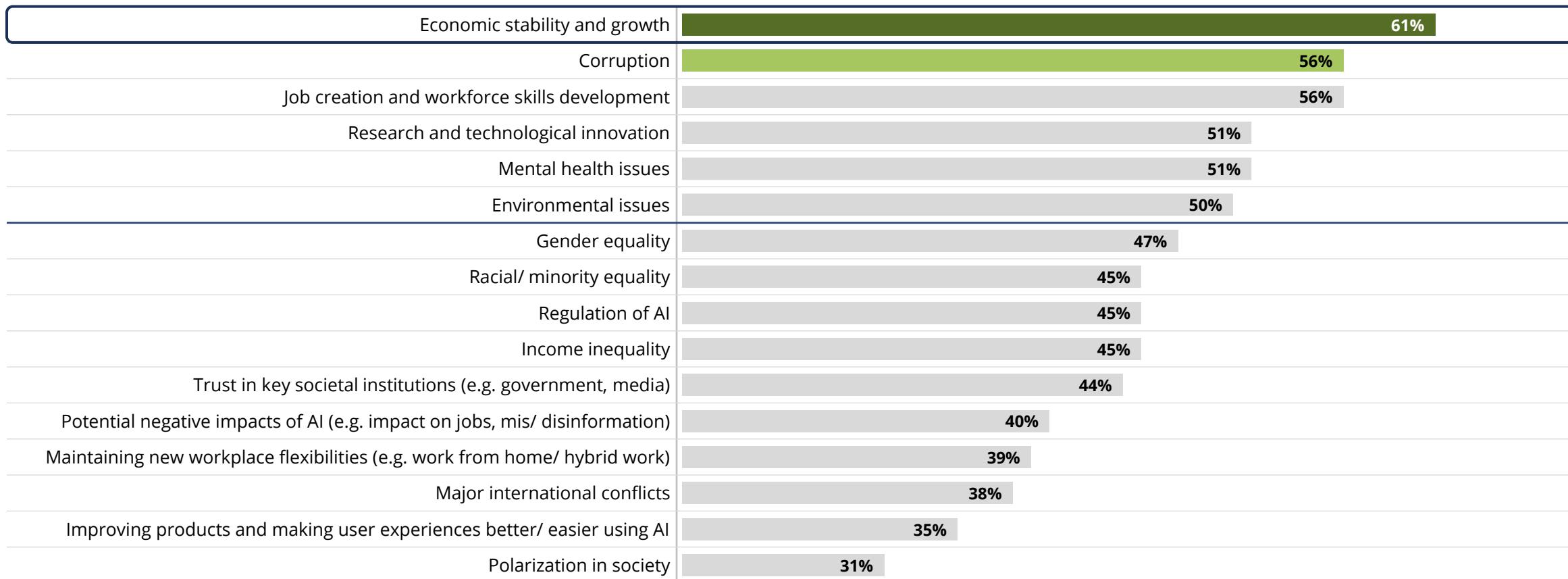
# Economic Impact for Everyone is #1 Expectation; Corruption Seen as Top issue, Now Tied for #2

ESSENTIALS

DIFFERENTIATORS

## IMPORTANCE

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



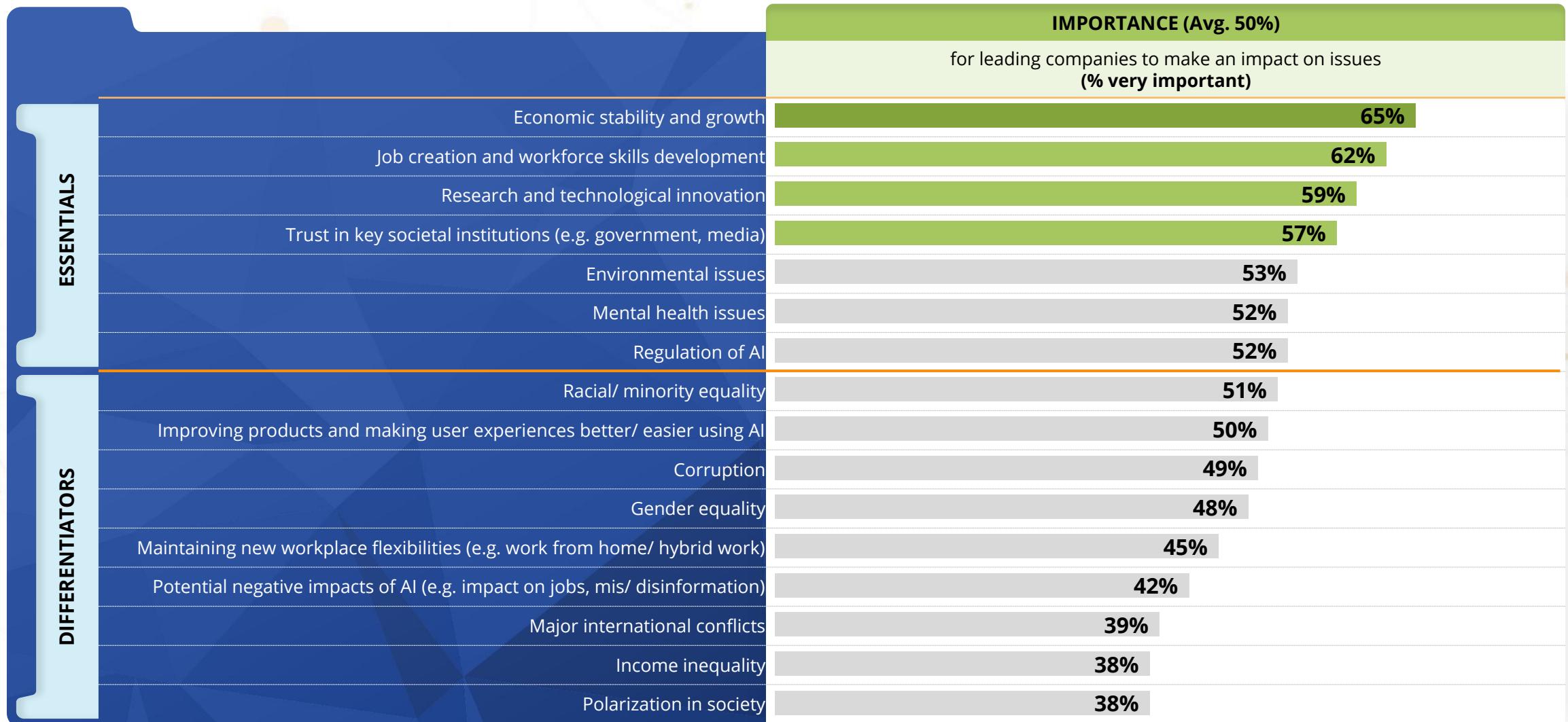
Q2. How important is it for leading companies in ... your country to make a significant positive impact on the following issues?

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



# Amongst Top Priority “Essentials” in UAE: Economic Impact, Jobs, Research/Innovation, Trust in Key Societal Institutions, Environmental Issues, Mental Health, & Regulation of AI



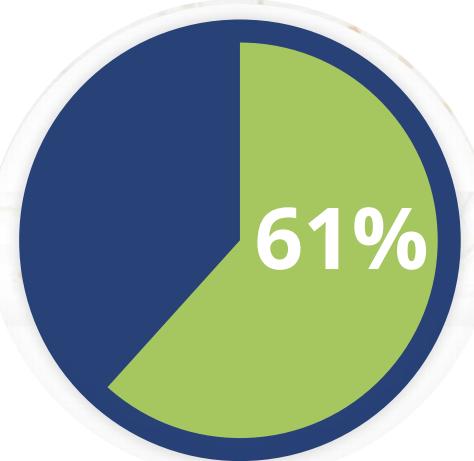
Q2. How important is it for leading companies in ... your country to make a significant positive impact on the following issues?  
Source: Page-Harris Poll Business Confidence Index (UAE General Public, 18+; n=1,014)



## #1 Expectation Comes With Significant Tension; Savvy Populist Politicians Seize on This Gap

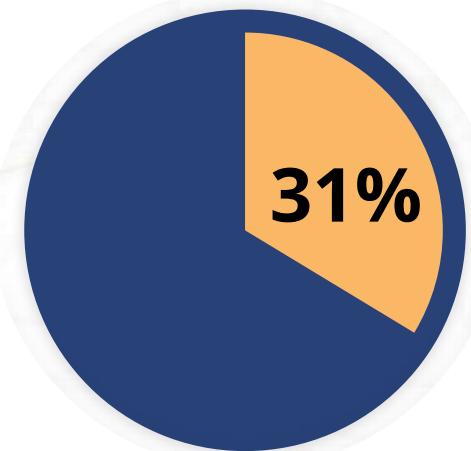
**61% expect leading companies to create economic impact for everyone**

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



**31% believe they'll deliver**

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



Q2. How important is it for leading companies in ... your country to make a significant positive impact on the following issues?/Q3 How confident are you that leading companies in ... your country can make a significant impact on each of these 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



# The Five Faces of Corruption (#2 Global Issue): At Intersection of Politics and Business

## 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.”



**Brazil** — “Everything is hidden; no one knows where the money goes.”



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



**Germany** — “Bribery is still used to secure public and private contracts.”



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



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



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



**Italy** — “Corruption is everywhere; it has always existed and won’t disappear.”



**India** — “People often have to pay someone to speed up procedures or access services.”



**Canada** — “Corruption is increasing and people feel powerless to stop it.”



# Economic Impact for All Top Tier Issue In All Markets; Top 6 Issues Most Important in Majority of Markets

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	1	1	1	3	3	2
Job creation and workforce skills development	2	3	3	3	5	3	2	3	4	2	2	2	2	2	4
Research and technological innovation	4			2	1	2	4		3	3	3	4	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	4	6
Gender equality		5			6	6	6			2	5	5	6		
Racial/minority equality					6					6					
Regulation of AI					6				5	6					3
Income inequality		6		5				6		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



# Trust in Key Societal Institutions and Regulation of AI Stand Out as Top Issues in UAE Compared to Global Top 6

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	1	1	1	3	3	2
Job creation and workforce skills development	2	3	3	3	5	3	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



# 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
- 4 Research and technological innovation
- T4 Mental health issues

## Top 5 issues for Gen Z

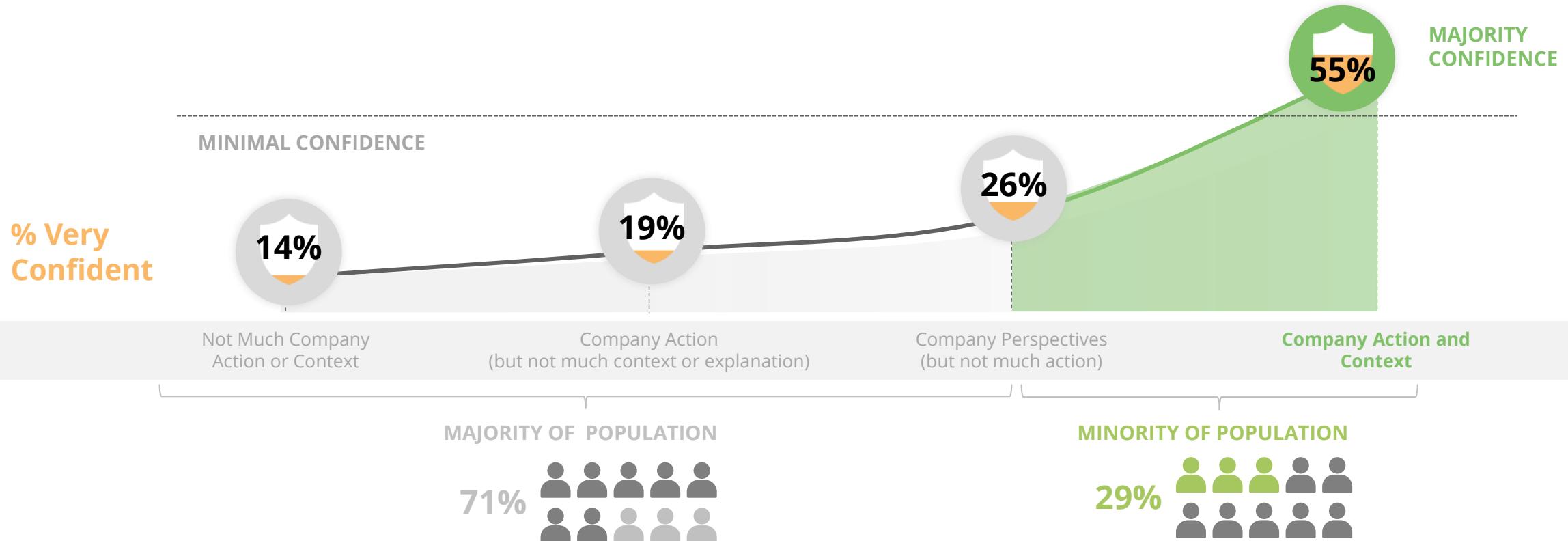
### Rank order of

- 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)

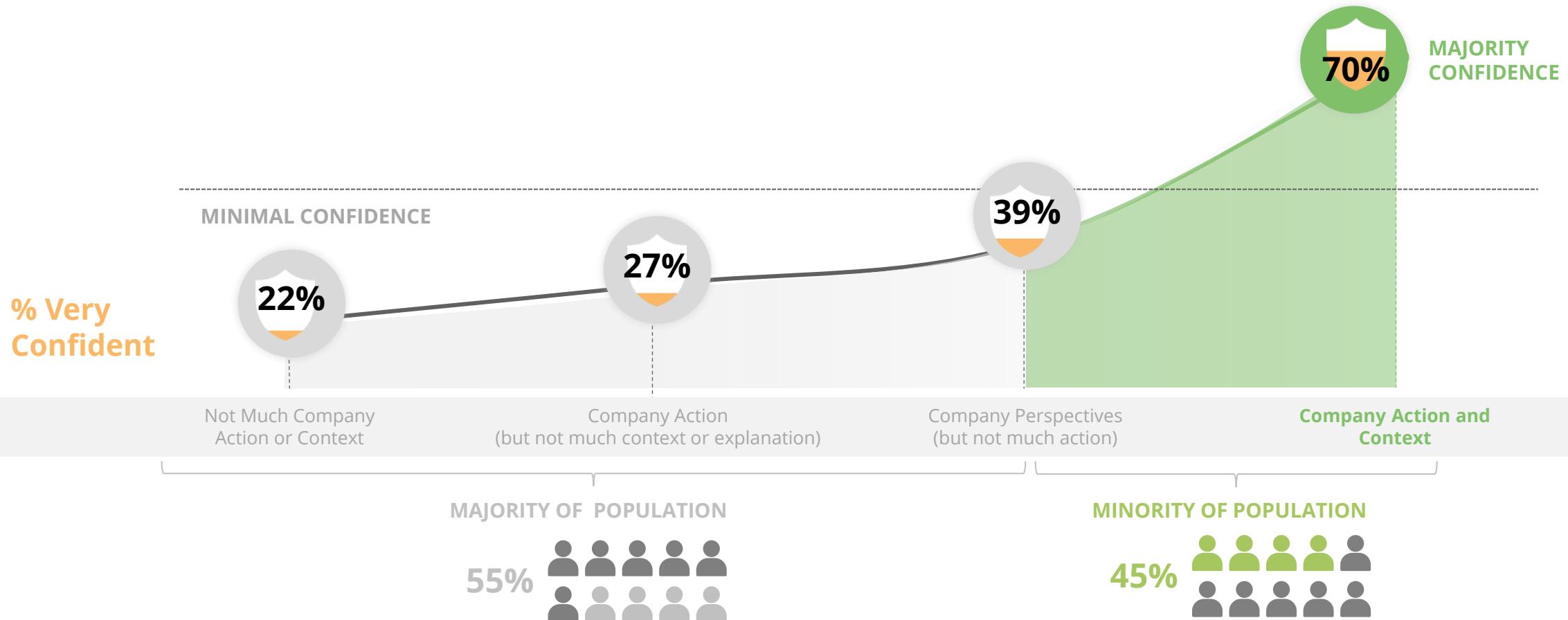


Q3 How confident are you that leading companies in... your country can make a significant impact on each of these issues?/Q4 Which of the following best describes how leading companies are engaging on each of the following issues in ... your country?

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

**% Very Confident In Leading Companies on Key Issues Global Issues (Across 16 Key Issues)**



Q3 How confident are you that leading companies in... your country can make a significant impact on each of these issues?/Q4 Which of the following best describes how leading companies are engaging on each of the following issues in ... your country?

Source: Page-Harris Poll Business Confidence Index (UAE General Public, 18+; Total n=1,014)



# Search Engines Dominate on Usage and Trust; GenAI Surging

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

(% Using Always/Often)

### % Usage

76%

55%

53%

52%

49%

49%

47%

45%

43%

39%

### ^Search engines

### % Trust

(% Somewhat/Very Much Trust)

74%

60%

49%

67%

61%

63%

60%

44%

45%

50%

### ^YouTube

### Social Media in General

### Word of mouth

### News media

### Ratings and reviews

### Company or brand website

### ^Facebook

### ^Instagram

### ^Generative AI

### News Media

71% in China  
74% in UAE

51% in US  
48% in France

GenAI  
+7% from  
Dec 2024

GenAI  
+10% 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

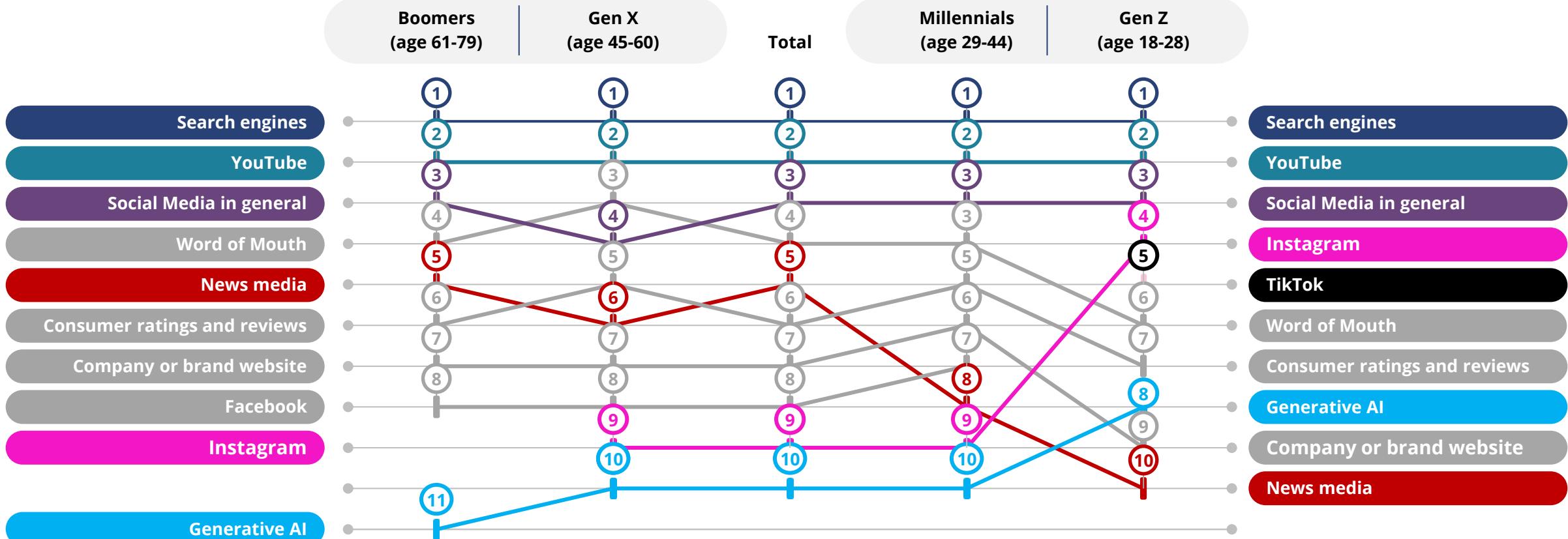
<sup>^</sup>Excludes China



# 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 of 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

# Information Source Usage



## Rank of Top Channels Being Used When Looking for Information about a Company or Brand

(Rank – Being Used Always/Often – Top 8 out 17)

Rank Always/Often Use	Global 2025	USA	AUS	IT	JP	KSA	MX	UAE	UK	IN	FR	GER	CHN	CAN	BR
Unweighted Base	15,285	2,023	1,021	1,028	1,019	1,020	1,020	1,014	1,019	1,013	1,013	1,022	1,024	1,021	1,028
Search engines (e.g., Google, Bing, etc.)^	1^	1	1	1	1	2	1	1	1	2	1	1	3*	1	1
YouTube^	2^	3	2	7	2	2	4	3	7	1	7	6		3	2
Social Media in general	3	2	4	5	5	1	2	2	5	4		6		6	4
Word of mouth (e.g. Friends, family, coworkers)	4	3	3	4	7	5	6	5	2	8	3	3	4	2	6
News media	4	8	7	5	4		7		6	6	4	2	5	6	6
Consumer ratings and reviews	6	5	7	2	7	7		8	2	5	4	4	6	4	8
Company or brand website	7	7	5	3				8	4	8	2	5	7	4	
Facebook^	8^	6	5	8			3	4	8		6				8
Instagram^					7	6	8	7		3					3
Wikipedia^			5				4	5				7	8		
TikTok^^					6	7									
X (Formerly Twitter)^^^															
WeChat													1		
Douyin													2		
LINE				2											
Generative AI**					7		6	6							5
Xiaohongshu													8		

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+;  
 Global (n=15,285); Saudi Arabia (n=1,020); India (n=1,013); United Arab Emirates (n=1,014); China (n=1,024); Brazil (n=1,028); Mexico (n=1,020); US (n=2,023); Canada (n=1,021); Australia (n=1,021); France (n=1,013); Germany (n=1,022); UK (n=1,019); Japan (n=1,019); Italy (n=1,028)

\*In China: "Search engines (Baidu, Bing, etc.)"

\*\* In China: Generative AI (e.g. Baidu Ernie Bot)

^Excludes China

^^Excludes China, India

^^^Excludes China, Brazil



# Implications

## 2026 Page-Harris Poll Confidence in Business Index: Regaining Credibility in the GenAI Era



### 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



# page

Rochelle L. Ford, Ph.D., APR

CEO

[rford@page.org](mailto:rford@page.org)

Rob Jekielek

Managing Director

[rob.jekielek@harrispoll.com](mailto:rob.jekielek@harrispoll.com)

[www.page.org](http://www.page.org)