

2022

EDELMAN TRUST BAROMETER

SPECIAL REPORT:
THE NEW CASCADE
OF INFLUENCE

TOP 10

01 Our Feed-First World Creates a New Sense of Urgency

- * Respondents are more concerned about the future of their country (68%) than their own future (63%)

02 An Urgency for Brand Action Impacts Buying Choice

- * Respondents say brand responses to societal events – including the pandemic (48%), climbing inflation (42%), climate change (32%), and Russia's invasion of Ukraine (29%) – have impacted their brand choices in recent years more than personal life events (20%)

03 The Last Chance Generation

- * Gen Z is fighting for the future. But they are not paralyzed by fear – it motivates them to make change
- * As shown in the 2021 The Power of Gen Z report, 70% of Gen Z say they are involved in a social or political cause

04 Gen Z's Gravitational Pull

- * Gen Z wields tremendous influence over older generations, with global respondents saying Gen Z influences what they buy (avg of 58% across several items) and how they support causes (52%)
- * Gen Z also influences workplace culture (63%, among employees) and financial behavior (52%)

05 Dominating the Infrastructure of Influence

- * 69% of adult Gen Z (age 18-26) create or share online content on at least a weekly (39%) or even daily (30%) basis, out-producing and out-sharing other age groups

06 Gen Z Influences Brand Activism

- * Young Gen Z (age 14-17) are at the forefront of belief-driven buying and brand advocacy, with 84% buying and advocating based on their values, 73% across total Gen Z (age 14-26)

07 Shared Action with Brands

- * 62% of total Gen Z surveyed (14-26) want to work with brands to address societal issues, followed closely by millennials (60%)
- * 57% of total Gen Z surveyed and 60% of millennials believe brands can do more to solve societal problems than government

08 Tangible Action Expected

- * Social media is no longer the epicenter for change – the percentage of those who regularly post or create their own online content as a means of changing the world dropped 16 points since January 2018
- * 57% of respondents expect a brand's stand on important issues to be visible at the point of transaction; 62% among adult Gen Z

09 Trust Means Business for Brands

- * As of May 2022, respondents expect to see a brand's stand reflected in their business and operations (avg of 63% across several items) as much as in their marketing (avg of 62%)
- * Without trust, people will stop buying – 59% globally, 60% of adult Gen Z, and 64% of millennials agree a good reputation may get them to try a product; but unless they can trust the company they will soon stop buying it

10 Trust Drives Action

- * Trusted brands command a premium – respondents agree that trusted brands (59%) and brands that do good in the world (55%) are worth paying more for
- * When brands take action on societal issues, we see at least a 4x multiplier of likelihood of purchase
- * Trusted brands earn action – 58% of respondents are more likely to purchase, 67% are more likely to stay loyal and advocate for them

