



SUPPLEMENT

**2022 EDELMAN TRUST BAROMETER:  
THE NEW CASCADE OF INFLUENCE**  
**BRANDS IN A FEED FIRST  
WORLD**

August 2022

# SUPPLEMENT TO THE 2022 EDELMAN TRUST BAROMETER: THE NEW CASCADE OF INFLUENCE

## BRANDS IN A FEED-FIRST WORLD

### Methodology

Age definitions referred to throughout this report:

Young Gen Z = ages 14-17<sup>1</sup>

Adult Gen Z = ages 18-26

Millennials = ages 27-41

Generation X = ages 42-55

Anyone over age 55 is referred to as 56+

When analyzing historical data, age bands have been adjusted to reflect the generation for each year.

Due to different weighting methodologies, the Young Gen Z sample cannot be combined with other age segments in this report.

<sup>1</sup>If no 14-17 data is shown, this question was not asked among this age cohort.

## ONLINE SURVEY OF ADULTS AGE 18+

Fieldwork : May 13 – May 24, 2022

14

countries

13,700+

respondents

1,000\*

respondents/country

All data is nationally representative based on age, region and gender.

\*Total sample was less for India (n931), Saudi Arabia (n895), UAE (n888), and the U.S. (n993)

Brazil

Canada

China

France

Germany

India

Japan

Mexico

Saudi  
Arabia

South  
Africa

South  
Korea

UAE

UK

U.S.

## ONLINE YOUTH SURVEY AGE 14-17

Fieldwork : May 13 – June 6, 2022

14

countries

6,700+

respondents

500\*\*

respondents/country

All data is nationally representative based on region and gender. See Technical Appendix for more details about the weighting of this sample.

\*\*Total sample was less for S. Korea (n495) and UAE (283)

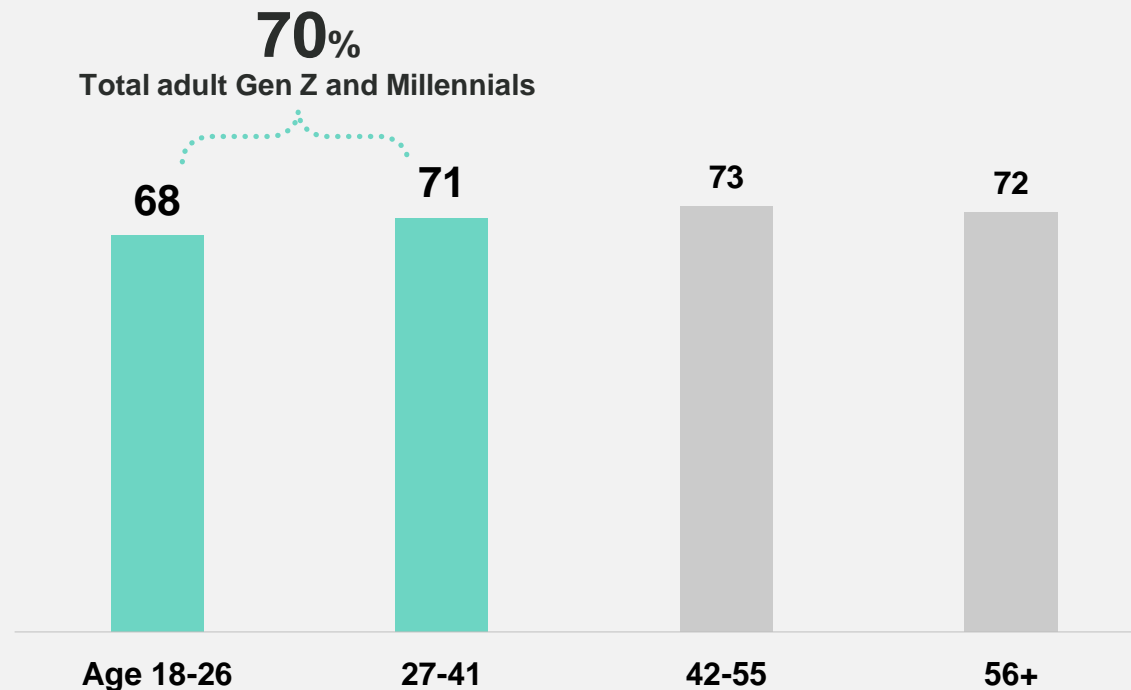
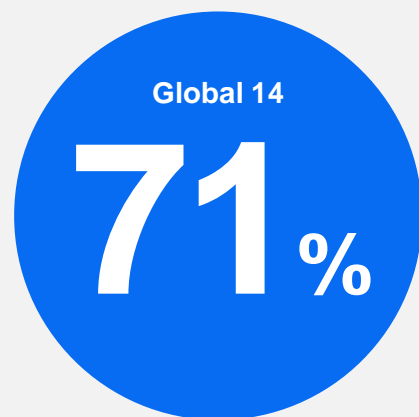


**In our feed-first world,  
brands belong to the community**

# WHEN BRANDS DO IT RIGHT, THEY BUILD TRUST ONLINE

Among those who regularly **engage in shared-interest social media communities**, percent who say

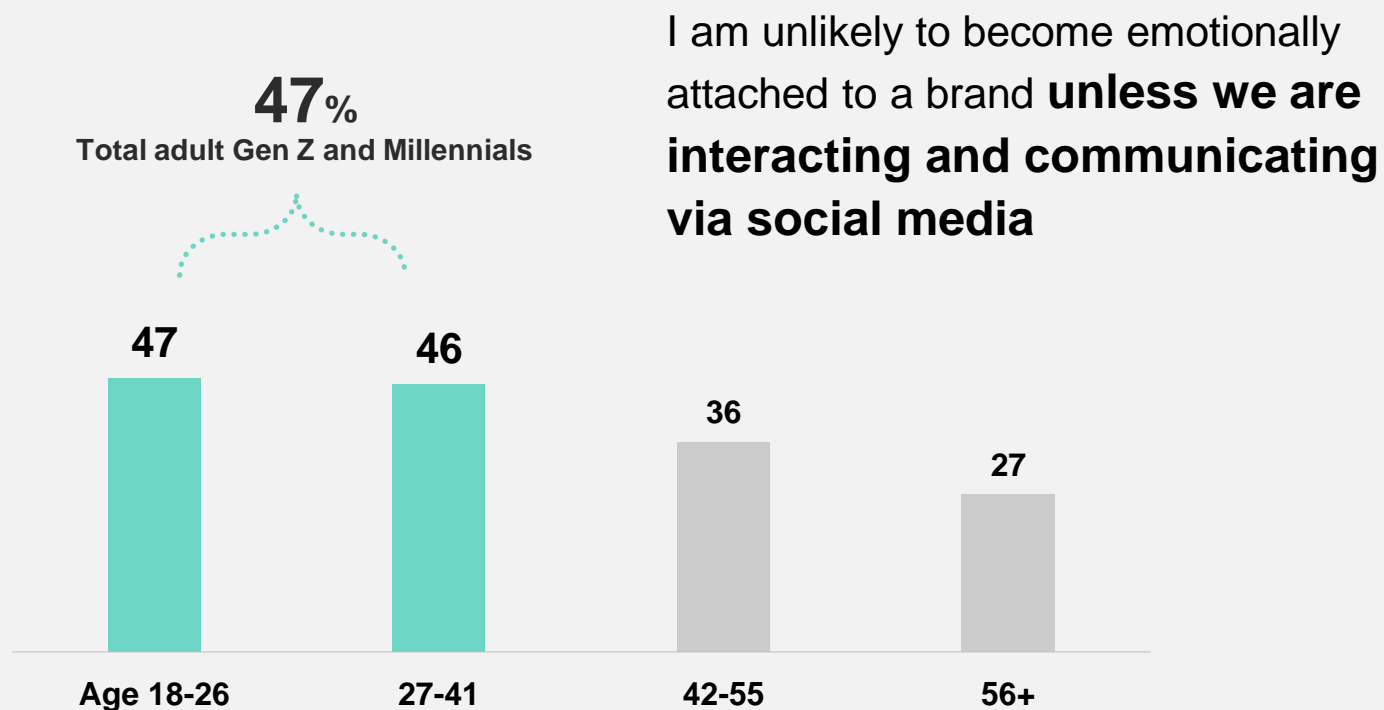
If a brand makes a **positive contribution** to my social media community, it would **build my trust in that brand**



2022 Edelman Trust Barometer: Brand Trust. POS\_COM\_IMP. What impact would a brand making positive and beneficial contributions to a common interest-based social media community you are a member of have on your trust in that brand? 5-point scale; codes 3-5, moderate to positive impact. General population, 14-mkt avg. and by age. "Total adult Gen Z and Millennials" is an average of 18-26- and 27-41-year-olds. Data shown is filtered among those who engage with others in a social media community built around a common interest weekly or more (MED\_SEG\_OFTr20/c4-7).

# EMOTIONAL BONDS NOT POSSIBLE WITHOUT ONLINE ENGAGEMENT

Percent who agree



2022 Edelman Trust Barometer: Brand Trust. ATT\_MED\_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, 14-mkt avg., by age. "Total adult Gen Z and Millennials" is an average of 18-26- and 27-41-year-olds.

# BRANDS EXPECTED TO BE PART OF THE ONLINE EXPERIENCE

Percent who say

I engage in these online activities  
***weekly or more***

	Global 14	Age 14-17	18-26	27-41	42-55	56+
Share or forward content	36	47	52	47	33	16
Post comments online	34	44	46	44	32	17
Create and post my own content online	31	38	44	42	28	13
<b>Engage in an online community where brands are present</b>	31	39	43	42	28	14
<b>Engage on a brand's social media channels</b>	31	39	44	42	29	13

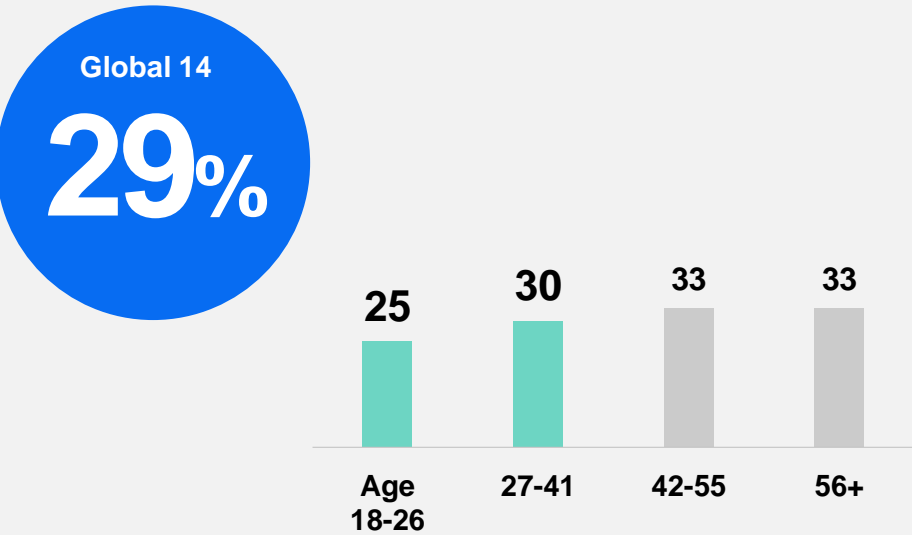
2022 Edelman Trust Barometer: Brand Trust. MED\_SEG\_OFT. How often do you engage in the following activities? 7-point scale; codes 4-7, weekly or more. General population, 14-mkt avg., and by age; and the youth sample (question shown to half of the sample).



# TODAY, BRANDS *NOT* ADDING VALUE TO ONLINE COMMUNITIES

Among those who regularly **engage** in shared-interest social media communities, percent who say

Brands on social media **make positive contributions to the community**



Brands on social media....	Global 14	Age 18-26	27-41	42-55	56+
are overly promotional	41	44	42	38	38
generally remain silent and lurk	21	23	23	19	15



**DON'T  
BROADCAST,  
PARTICIPATE**



# ONLINE, WE ARE ALL MEDIA

Among those who follow influencers, percent who follow each type

	Global 14	Age 14-17	18-26	27-41	42-55	56+
<b>YouTubers</b>	56	67	66	54	49	48
<b>Singers and musicians</b>	41	51	49	41	32	32
<b>Famous movie/TV actors</b>	37	44	44	39	31	23
<b>Social media celebrities</b>	35	47	43	36	31	19
<b>Comedians</b>	33	38	38	35	27	21
<b>Entrepreneurs</b>	33	28	34	35	32	28
<b>Regular people who have built a following</b>	31	34	33	29	32	28
<b>Athletes</b>	30	36	33	31	28	22
<b>Experts in specific areas</b>	30	24	27	29	34	36

2022 Edelman Trust Barometer: Brand Trust. INFLU2\_A. Which of the following types of influencers do you follow? Pick all that apply. Question asked to those who follow influencers (INFLU1\_A/1). General population, 14-mkt avg., and by age; and the youth sample (question shown to half of the sample).

# ONLINE, WE SHARE OUR VALUE WITH THE WORLD

Among those who regularly **post or create their own online content**, reasons why

	Global 14	Age 14-17	18-26	27-41	42-55	56+
To <b>express my creativity</b>	36	46	39	38	32	30
To <b>share my life</b> with my community	33	42	34	35	32	29
To bring about <b>positive changes in the world</b>	32	38	30	33	30	33
I have <b>opinions that need to be heard</b>	31	40	32	33	28	29

2022 Edelman Trust Barometer: Brand Trust. MED\_SEG\_REG. Why do you regularly create and post your own opinions, stories, blogs, podcasts, images, memes, videos, or news items on social media platforms or other online sites? Pick all that apply. General population, 14-mkt avg., and by age; and the youth sample (question shown to half of the sample). Data shown is filtered among those who create their own online content weekly or more (MED\_SEG\_OFTr14/c4-7).

# BRAND STORIES EMBEDDED IN THE CONTENT WE SHARE

Among those who regularly **share or forward online content**, percent who say

I share or forward online content to...

	Global 14	Age 14-17	18-26	27-41	42-55	56+
entertain people	42	47	45	43	39	34
keep people informed about causes important to me	41	48	40	41	41	45
inform people about <b>new products and brands</b>	39	49	38	42	36	38
maintain my relationships with my online friends	38	48	37	39	36	40

2022 Edelman Trust Barometer: Brand Trust. MED\_SEG\_SHR. Why do you regularly share or forward stories, blog posts, podcasts, images, memes, videos, or news items? General population, 14-mkt avg., and by age; and the youth sample (question shown to half of the sample). Data shown is filtered among those who share or forward content weekly or more (MED\_SEG\_OFTr11/c4-7).

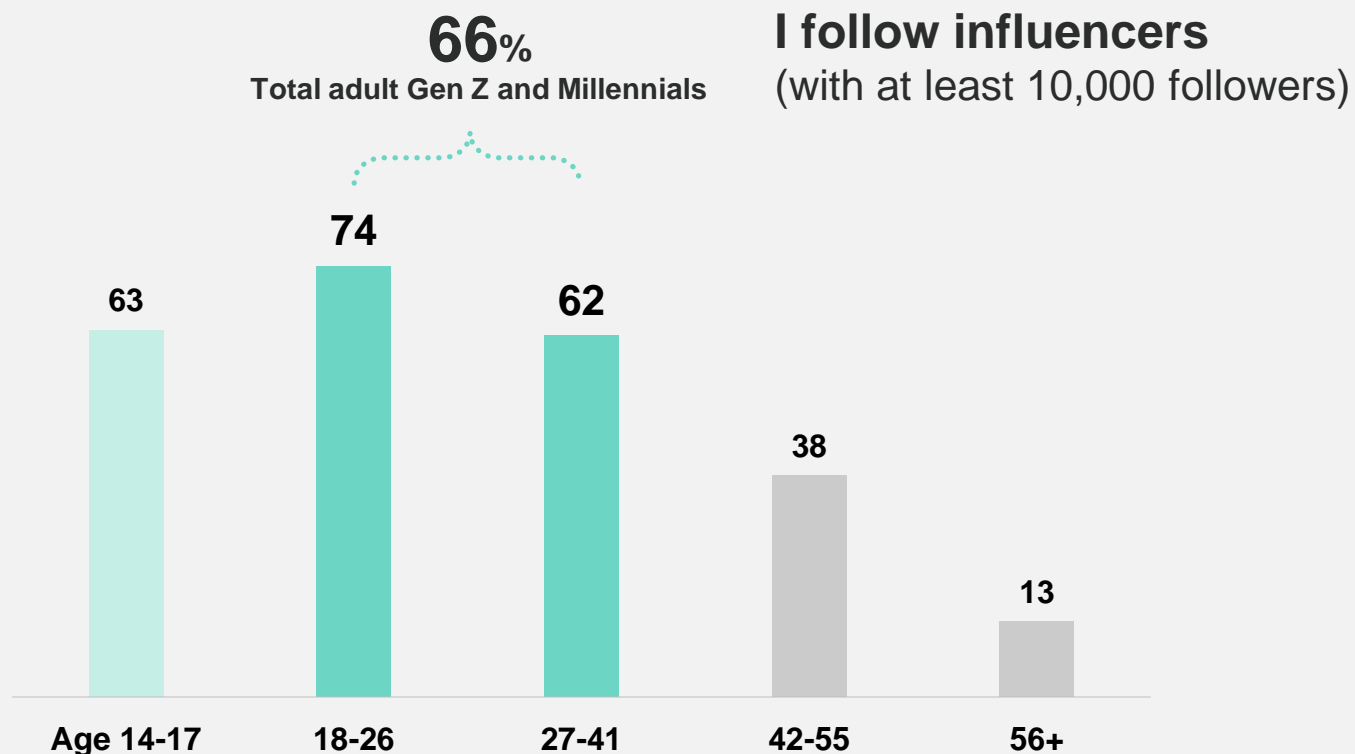


# AMPLIFY TRUSTED INFLUENCE



# FOR GEN Z AND MILLENNIALS, INFLUENCERS HAVE POWER

Percent who say



*An “influencer” is a content creator with a following on social media. They develop and grow their following by creating and sharing content that **entertains, informs, inspires, or engages** their audience.*

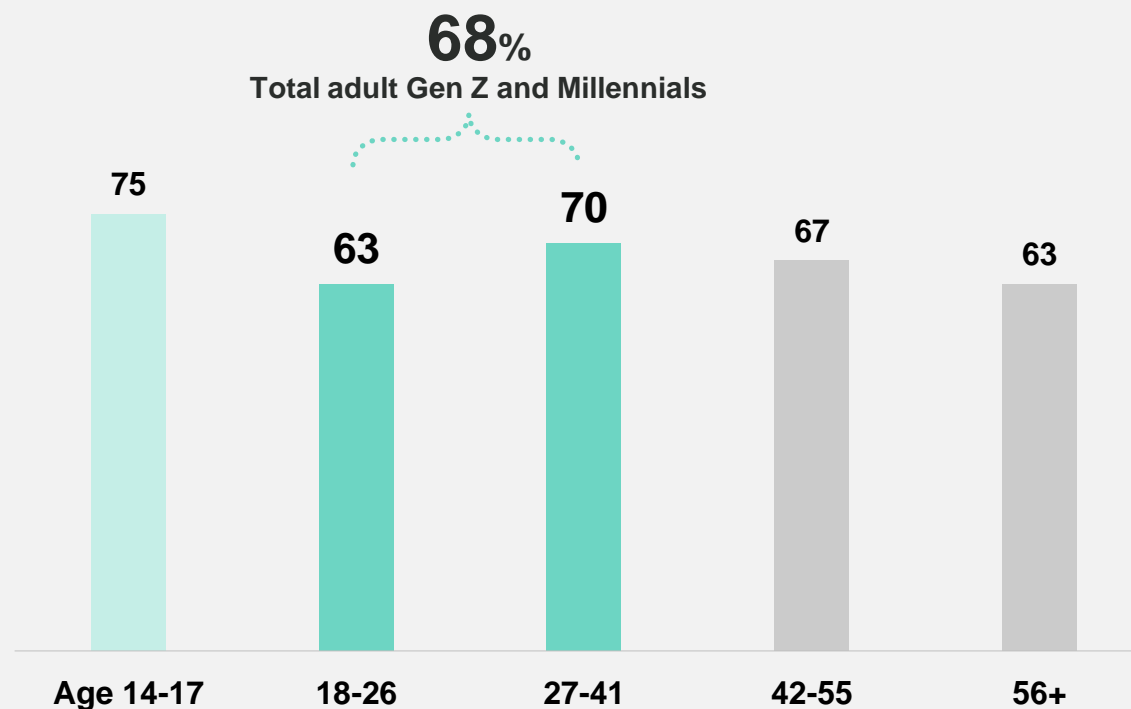
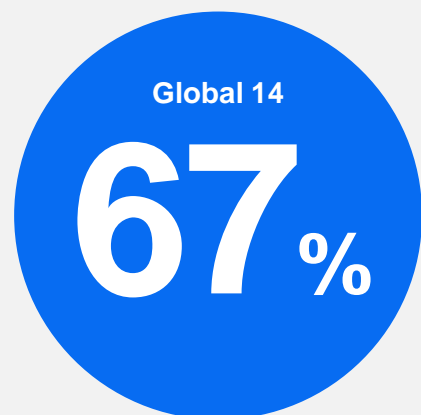
*Influencers are also individuals who have **the power to affect the behavior of others** because of their authority, knowledge, position, or the trust they have built with their audience.*

2022 Edelman Trust Barometer: Brand Trust.. INFLU1\_A. Do you follow any influencers, as defined on the previous screen, who have at least 10,000 followers? General population, 14-mkt avg., by age; and the youth sample. “Total adult Gen Z and Millennials” is an average of 18-26- and 27-41-year-olds.

# INFLUENCERS HAVE THE POWER TO SHAPE BRANDS ACROSS GENERATIONS

Among those who follow influencers, percent who say

I trust online influencers I follow that **talk about, review, and recommend brands and products**

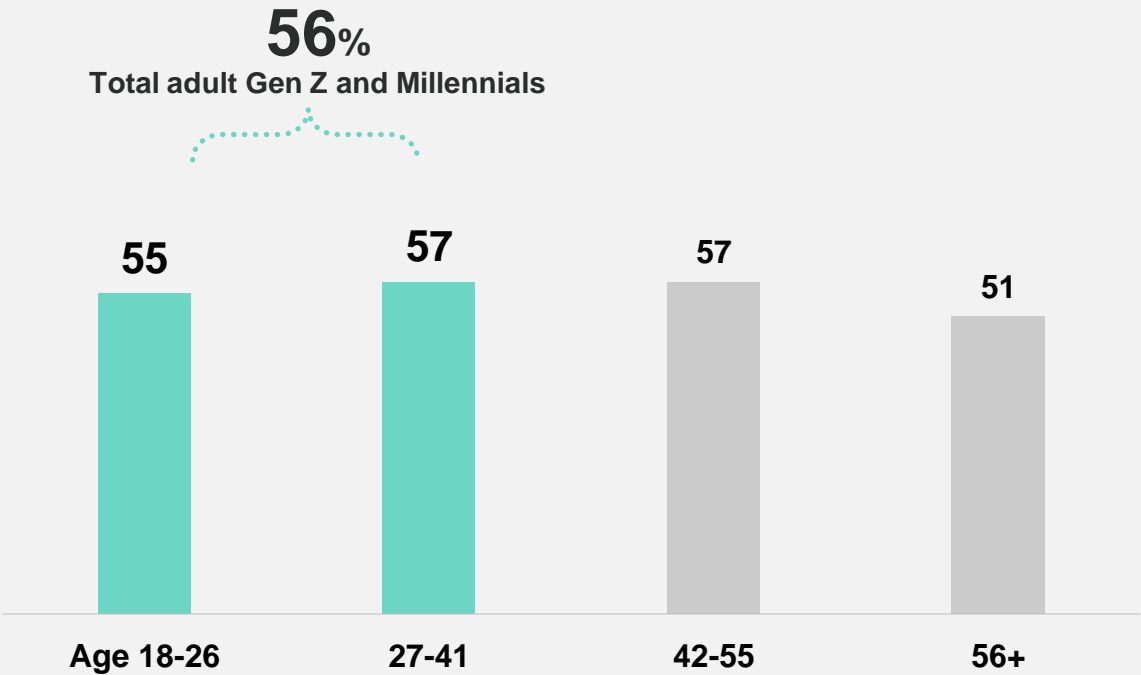


2022 Edelman Trust Barometer: Brand Trust. TRU\_BRD. For each of the following, please indicate how much you trust them to do what is right. Please indicate your answer using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. General population, 14-mkt avg., and by age; and the youth sample. "Total adult Gen Z and Millennials" is an average of 18-26- and 27-41-year-olds. Data shown is filtered among those who follow influencers (INFLU1\_A/1).

# INFLUENCERS TRUSTED MORE THAN ADVERTISING

Among those who follow influencers, percent who say

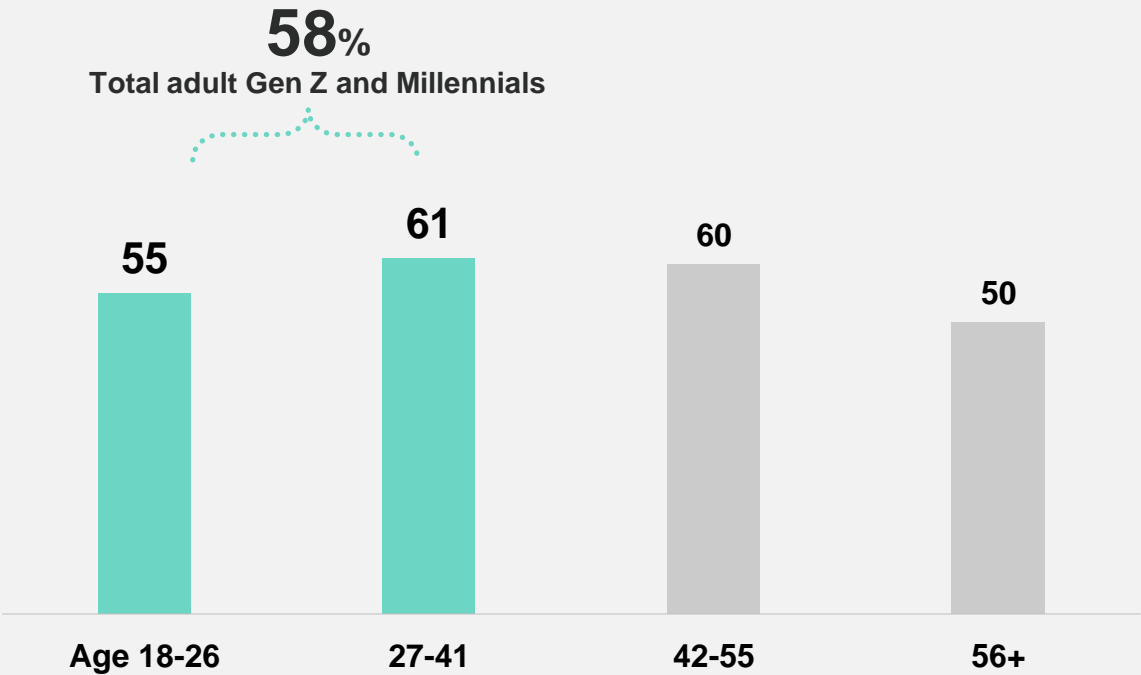
I trust **what influencers say about brands**  
**much more** than what brands say about  
themselves in their **advertising**



# INFLUENCER VOICES TRUSTED EVEN WHEN PAID

Among those who follow influencers, percent who agree

I trust the people I follow on social media to be objective and honest **even if they are getting paid for talking about certain products**

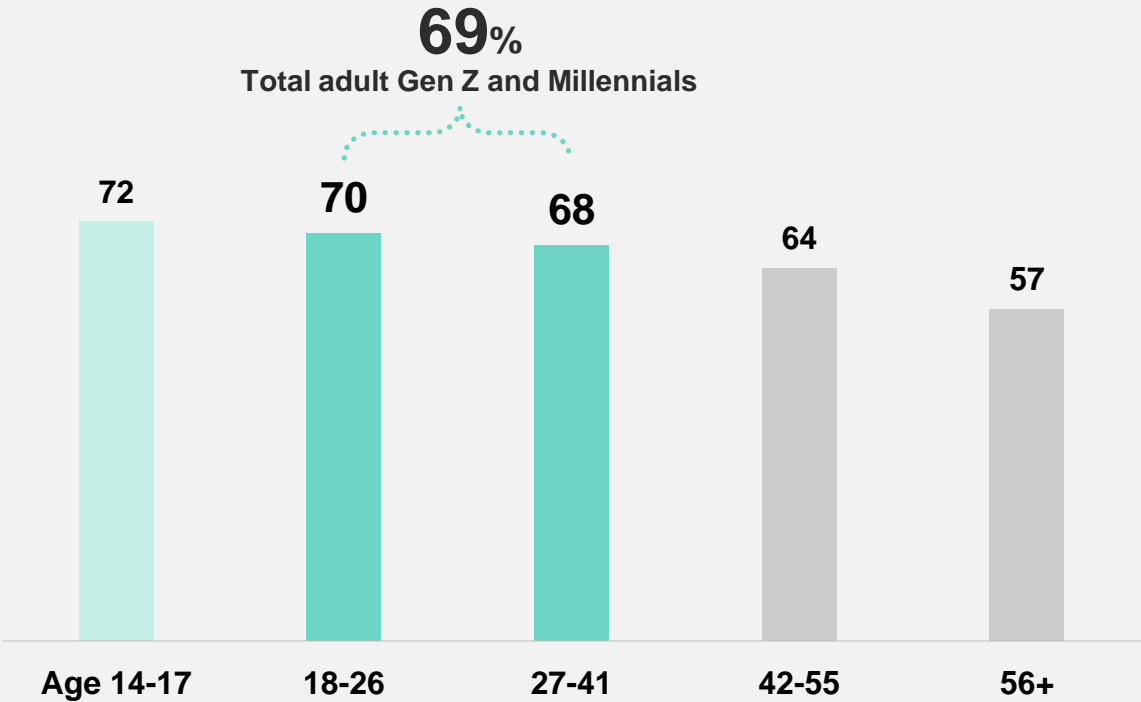
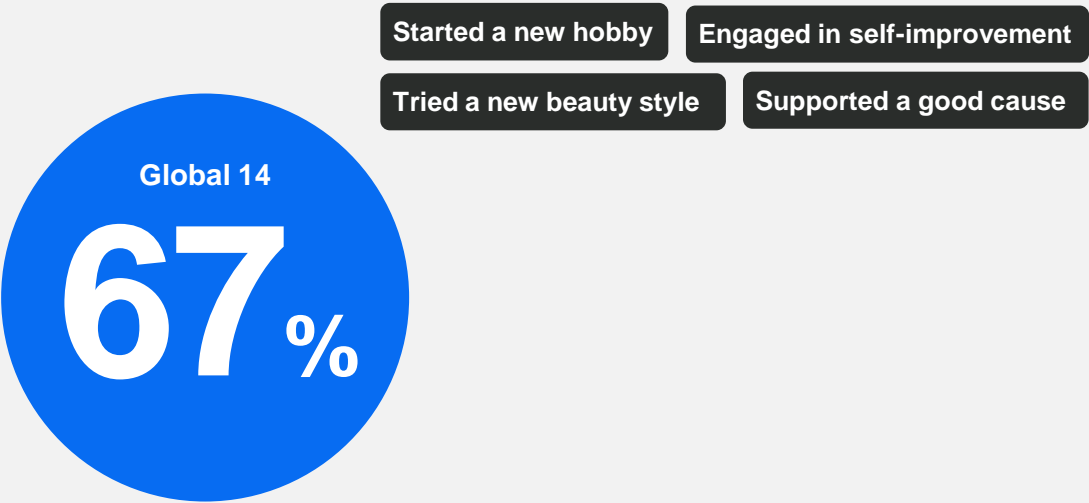




# INFLUENCERS CHANGE OUR LIFESTYLE

Among those who follow influencers, percent who say

**I have changed my lifestyle** in the last 6 months  
because of an influencer I follow (net)



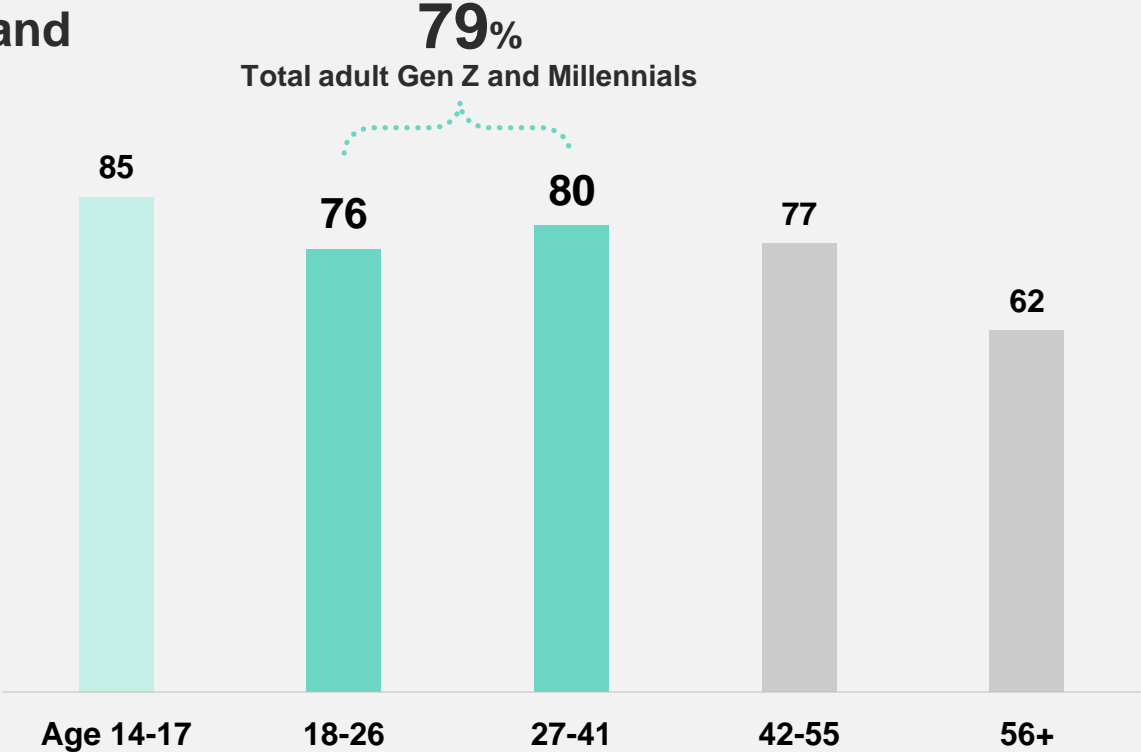
# INFLUENCERS CHANGE CONSUMER BEHAVIOR

Among those who follow influencers, percent who say

**I have bought, started to trust, or talked about a brand**  
in the last 6 months because of an influencer I follow (net)



- Tried a brand for the first time
- Talked about a brand with my friends
- Began trusting a brand
- Paid more
- Stick with it despite a mistake
- First to try new product





# BE AN ACTIVE BRAND

# ENTERTAINMENT IS NOT ALWAYS ENOUGH: INFLUENCE IS EARNED WITH SUBSTANCE

Among those who follow influencers, reasons they engage with influencers' content on a regular basis

	Global 14	Age 14-17	18-26	27-41	42-55	56+
They have <b>entertaining or compelling</b> ways of expressing their thoughts	41	51	43	40	40	45
<b>I admire them</b>	36	42	38	36	32	34
They are <b>extremely knowledgeable</b>	35	33	33	33	38	45
They are <b>personally meaningful</b> to me	33	36	33	32	33	41
They are <b>inspirational</b> to me	31	37	33	31	30	29

2022 Edelman Trust Barometer: Brand Trust. INFLU\_ATTR. There are lots of people online who comment on many topics. What is it about the influencers that you follow that gets you to consume their content on a regular basis? Pick all that apply. Question asked to those who follow influencers (INFLU1\_A/1). General population, 14-mkt avg., and by age; and the youth sample (question shown to half of the sample).



# WHEN YOU MAKE ME BETTER, YOU HAVE MY TRUST

Among those who follow influencers,  
why **they pay attention and trust what they say**

	Global 14	Age 14-17	18-26	27-41	42-55	56+
They teach me <b>new skills</b>	40	45	39	39	41	41
Recommendations based on <b>experience</b>	39	40	37	38	40	47
They have <b>good credentials</b>	38	35	36	38	39	42
Share <b>my values</b>	34	38	36	32	35	37

2022 Edelman Trust Barometer: Brand Trust. INFLU\_TRU. Why do you pay attention to and trust what the influencers that you follow have to say? Pick all that apply. Question asked to those who follow influencers (INFLU1\_A/1). General population, 14-mkt avg., and by age; and the youth sample (question shown to half of the sample).

# MAKE A DIFFERENCE TO THEIR COMMUNITY

Among those who regularly **engage** in **shared-interest social media communities**, percent who say

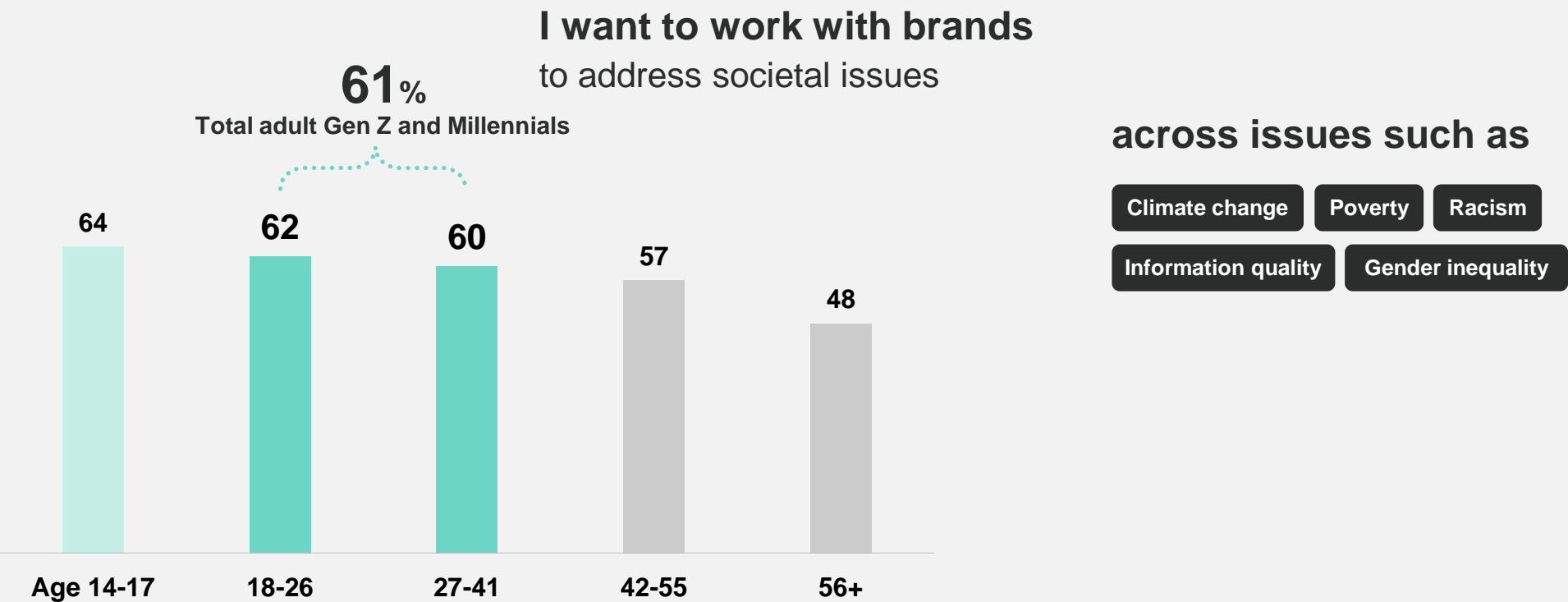
*This is a positive contribution **a brand could make** in my social media community*

	Global 14	Age 18-26	27-41	42-55	56+
Be <b>honest and transparent</b> in answering questions	<div></div> 43	44	43	44	43
Offer <b>insights on news stories and cultural events</b>	<div></div> 38	39	39	36	36
Be <b>fully engaged</b> in the community's activities	<div></div> 37	38	38	35	31
Use its resources to <b>support the community</b>	<div></div> 37	40	38	35	33

2022 Edelman Trust Barometer: Brand Trust. POS\_EXP. Which of the following would you consider to be a positive or beneficial contribution that a brand could make to a common interest-based social media community you belong to? Pick all that apply. General population, 14-mkt avg., and by age. Data shown is filtered among those who engage with others in a social media community built around a common interest weekly or more (MED\_SEG\_OFTr20/c4-7).

# TOGETHER, WE CAN DO MORE

On average, percent who say



# IN A FEED-FIRST WORLD, ACTIVE BRANDS WIN

1

## Embrace “social” as an action, not a channel

- It’s not a channel strategy, it’s a people strategy. It’s who we are and what we do.
- Brands build their business when they make a difference

2

## Don’t broadcast, participate

- Create bonds by participating in communities the same way people do
- Facilitate an exchange of perspectives, not just an exchange of goods

3

## Amplify trust: it’s why influencer marketing works

- Leverage the power of influencers to change consumer behavior
- Partner with influencers that add value through specific skills, experience and credentials

4

## Belong to communities

- Your brand message is no longer yours to fully own – everyone has the microphone
- Co-create your brand story, don’t try to control it