

# 2024 Edelman Trust Barometer

## Special Report: Brands and Politics

# TOP 10

## 01 Politics upends the business of brands

Against the backdrop of elections and conflicts around the globe, 60 percent of respondents across 14 countries surveyed say they are buying, choosing, or avoiding brands based on their politics.

## 02 The influence of geopolitics on brand choice surges

Seventy-eight percent will not buy foreign brands because of the countries in which they are headquartered. In the Middle East, brand nationalism has increased by double digits: Nearly 8 in 10 consumers in Saudi Arabia now buy home brands instead of foreign brands more often.

## 03 Everyday brand activities are seen as political

Nearly 8 in 10 see brand actions as political. Actions considered political include taking a stand on issues, recruiting diverse employees, reducing climate impact, and encouraging voting.

## 04 Brand choices define social identity

About 6 in 10 Gen Z (age 18-27) and Millennials (age 28-43) feel a connection with people who use the same brands that they do; nearly half say they judge others on their brand choices. At a time when ideology and identity are intertwined, this increases the risk that brands will be enlisted in culture wars.

## 05 Trust is a top three critical purchase criteria

When choosing brands, trust ranks ahead of customer service, reputation, and convenience. If consumers fully trust a brand, they are more likely to purchase it (net of 63 percent), advocate for it (53 percent), and stay loyal to it – not shopping around for other brands, even if the brand makes a mistake or is accused of wrongdoing (net of 55 percent).

## 06 Product and corporate brands converge

When deciding what brand to buy or use, 82 percent say that their trust in the parent company is important or a dealbreaker, an increase of five points from last year.

## 07 Silence is a stance

When a brand does not communicate its actions on societal issues, a majority believe the brand is doing nothing or hiding something. This is particularly true of Gen Z and those on the political left (58 percent for both).

## 08 Every brand has a unique permission space for action

Shared values, along with the political and cultural context, define when, why, and how a brand should act – whether the action be big or small, external or internal. Eighty-four percent say they need to share values with a brand in order to buy it.

## 09 Brands must be multi-local and demonstrate local impact

There is consensus in most countries surveyed for brands to act on climate, fair pay, retraining, and misinformation. But to avoid contextual naïveté, brands should consider their country's culture and politics.

## 10 Brand values are made and broken in the media

The top ways people find out about brands' positive impact on society are, in order, through the news media, search, personal experiences, online reviews – and then advertising.

To learn more about the Edelman Trust Barometer, visit [www.edelman.com/trust/trust-barometer](https://www.edelman.com/trust/trust-barometer) #TrustBarometer

All data is based on general population sample unless otherwise noted.

