2025 Edelman Trust Barometer

Special Report:

Brand Trust, From We to Me

Edelman Trust Institute | 25 YEARS Edelman Trust Barometer

2025 Edelman Trust Barometer Special Report: *Brand Trust, From We to Me*

Methodology

7th annual online survey on trust and brands

Fieldwork conducted: April 24 – May 5, 2025

15
Countries

15,000+
Respondents

1,000+
Respondents per country*

Brazil	France	Indonesia	Saudi Arabia	UAE
Canada	Germany	Japan	S. Africa	UK
China	India	Mexico	S. Korea	U.S.

Data collected is representative of the general population across age, gender, region and ethnicity/nationality (where applicable) within each country

Global averages

Unless otherwise indicated, global averages are composed of all 15 countries.

Statistical significance

Significant change

Indicates a statistically meaningful difference or change in the data that is unlikely to be due to chance or a random fluctuation.

All indicated year-to-year significant changes were determined using a t-test set at a 99%+ confidence level.

Shortened question text

Throughout the report, question text has been edited for readability.

For more details on global averages, country-specific sample information, or to see the full text for any shortened statements, please see the Technical Appendix.

*The sample size varies by country from 1,001 to 1,013
15-market global data margin of error: General population +/- 1.1 percentage points (n=15,042)
Country-specific data margin of error: General population +/- 4.0 to 4.1 percentage points (varies by country based on sample size, n=1,001 to n=1,013)
Margin of error is calculated at the 99% confidence level

Cultural Forces Alter the Landscape for Brands

Recent findings from the Edelman Trust Barometer

Economic anxiety grows globally

Globalization, technology, and the threat of recession all drive up fears of job insecurity

2025 Edelman Trust Barometer

Grievance undermines trust

Majority worldwide feel a sense of grievance against business, government, and the wealthy

2025 Edelman Trust Barometer

Youth information ecosystem evolves

Young respondents most likely to create health content and follow uncredentialed advice

2025 Trust and Health

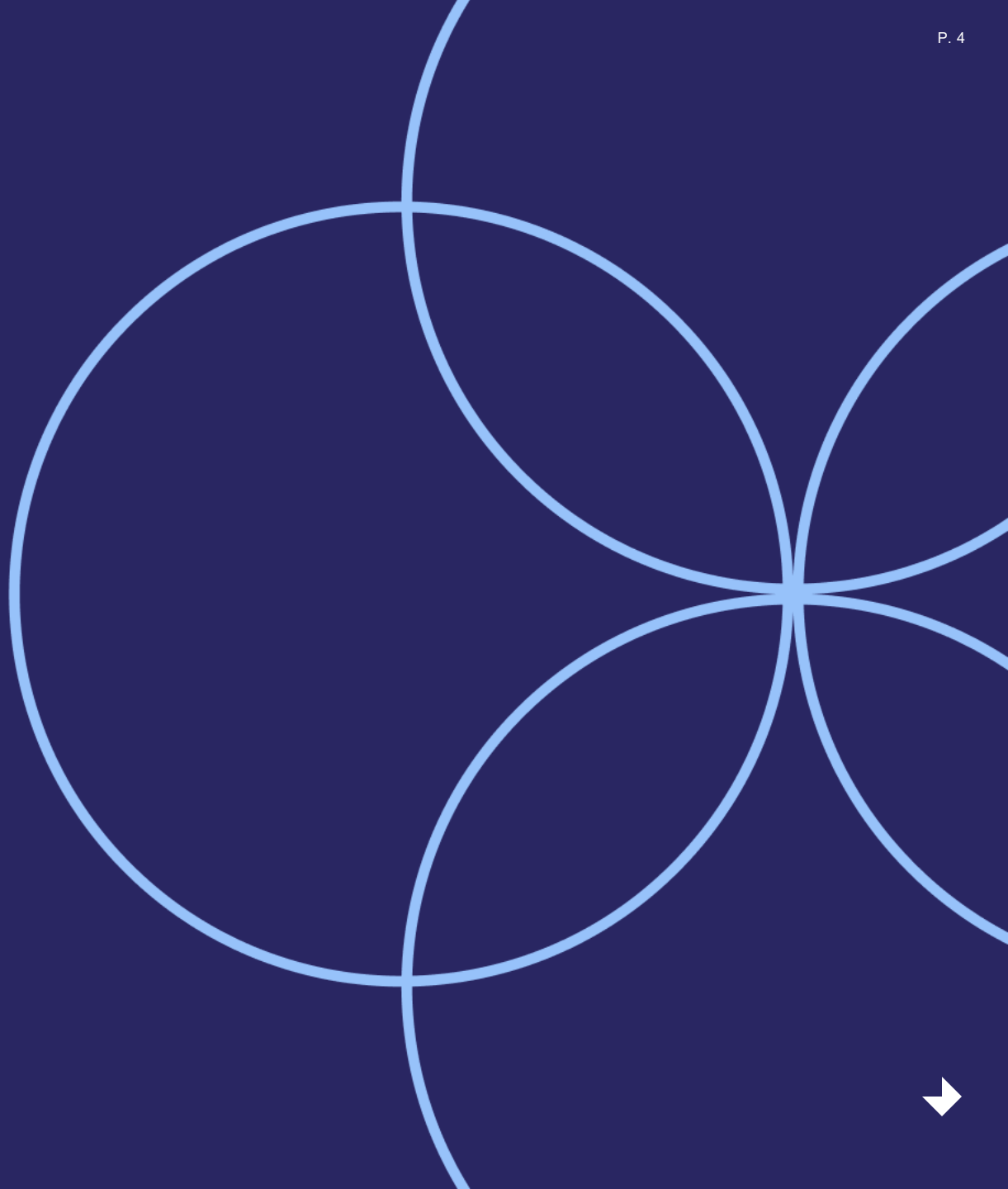
Brands must be active in *my* world

While other institutions are distant in moments of distress, we have the closest, most trusting relationship with our brands

2025 Trust and Brands

2025 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Attributes only asked of those who are an employee of an organization (Q43/1). General population, 28-mkt avg. Sense of Grievance scale. General population, 26-mkt avg. Certain data included in the scale was not collected in China or Thailand.
2025 Edelman Trust Barometer Special Report: Trust and Health. HMED_SEG_OFT. How often do you engage in the following activities related to medical and healthcare news and information? 7-point scale; Codes 3-7, monthly or more. Question asked of half the sample. General population, 15-mkt avg, and by age.

Consumers Depend on Brands for Stability



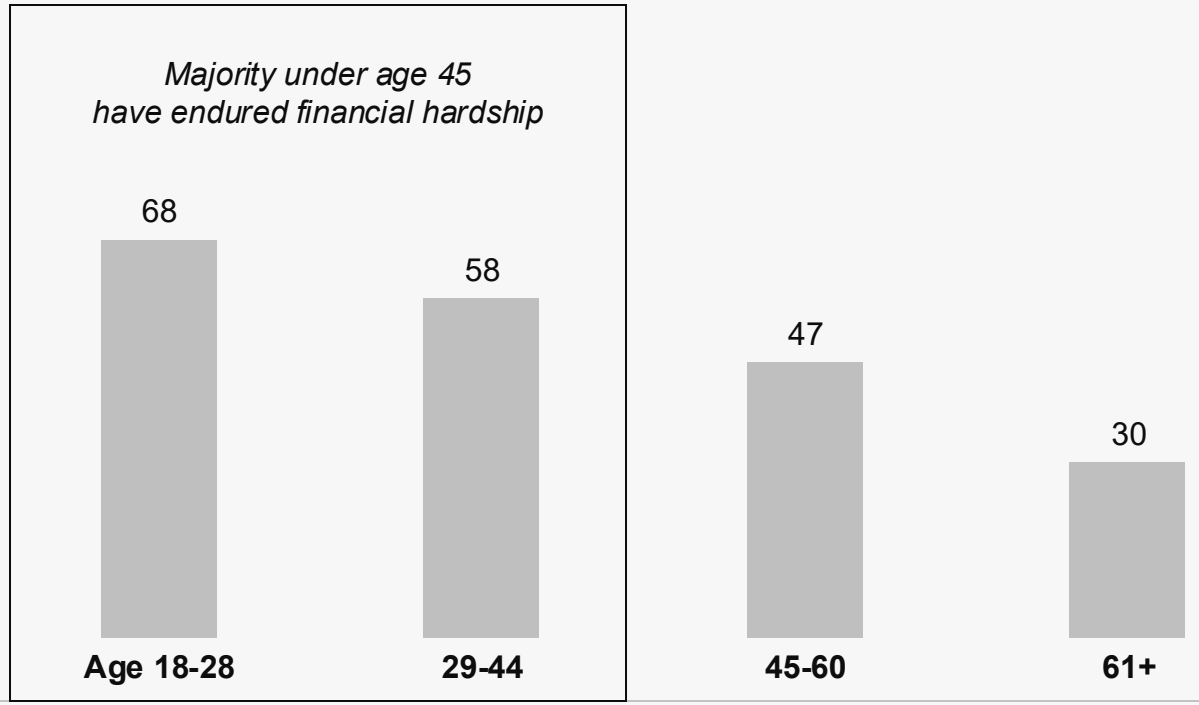
Financial Distress is My Norm

Percent who say

GLOBAL 15

In the past year, **I have experienced financial hardship** in one or more of these ways (net):

- *Paid bills late*
- *Accumulated credit card debt*
- *Skipped meals*
- *Couldn't afford healthcare*
- *Lost a job or source of income*
- *Priced out of home*



I Worry Tariffs and Trade Wars Will Increase My Cost of Living

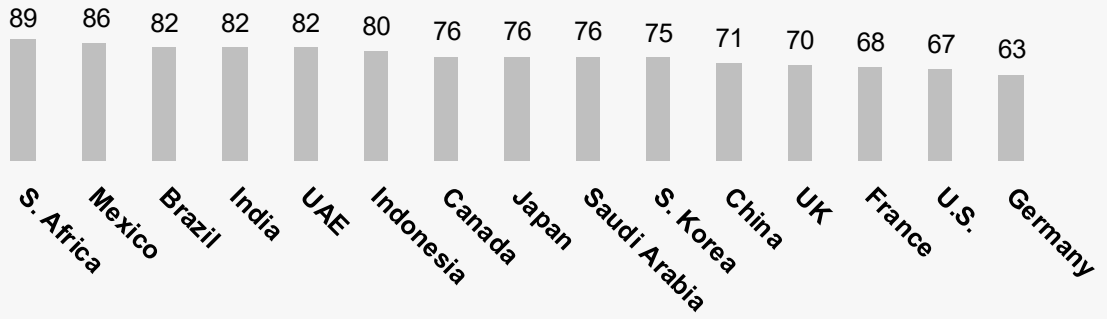
Percent who say

GLOBAL 15

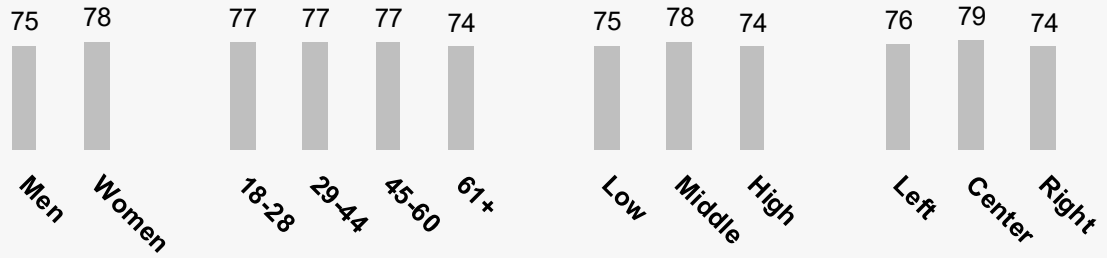
I worry about **products I use daily becoming more expensive** due to tariffs and trade wars

76%

Market



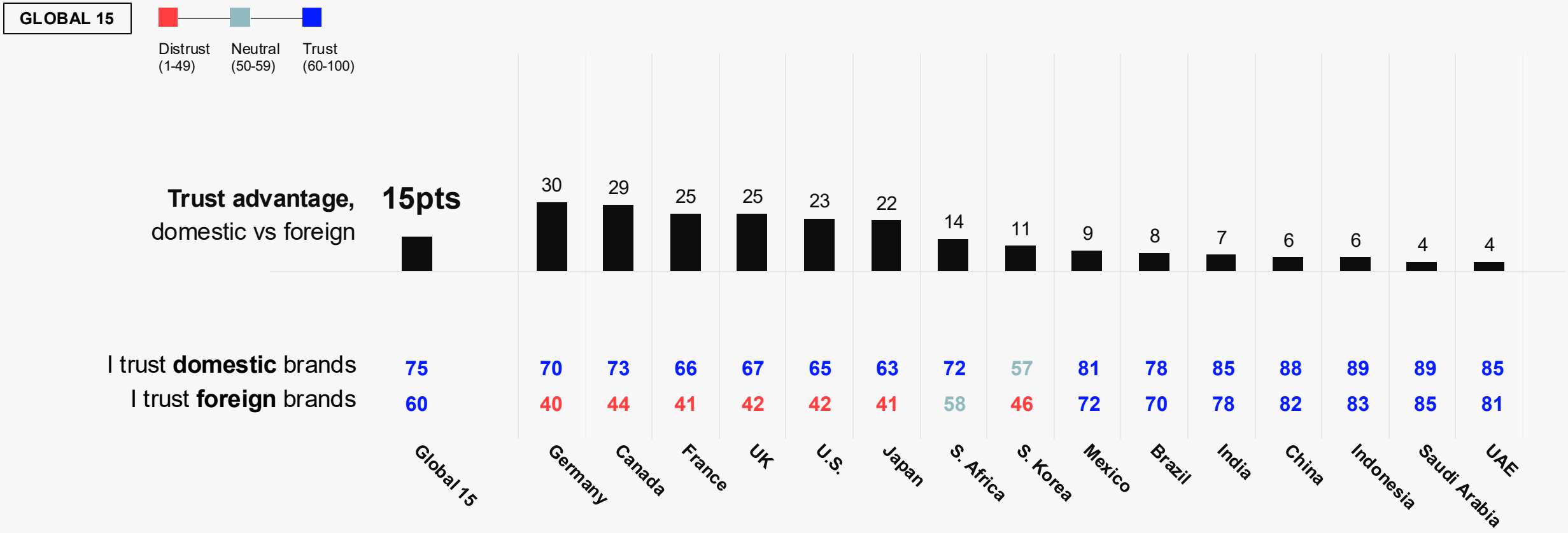
Gender | Age | Income | Politics†



2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. PERS_EMO. How much do you worry about each of the following? 9-point scale; top 4 box, worried. Question asked to half the sample. General population, 15-mkt avg., and by gender, age, income, and political leaning. †Political leaning was not asked in China, Saudia Arabia or UAE; the Left, Center, and Right segments reflect a 12-mkt avg.

I Trust My Country's Brands Over Foreign Brands

Percent trust in brands headquartered domestically or in foreign countries

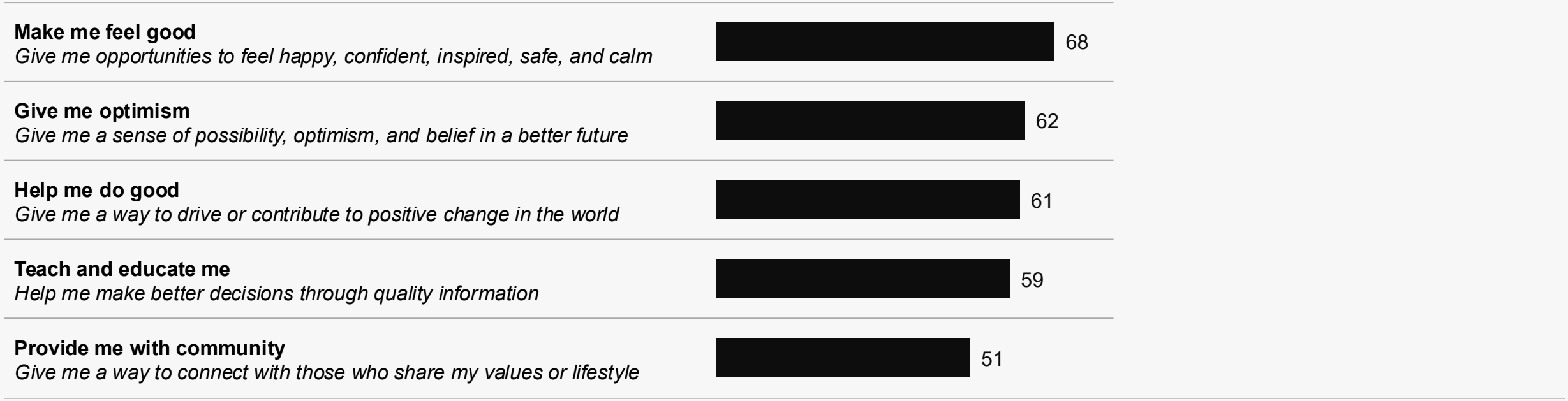


In Turbulent Times, Brands Need To Be Personal To Stabilize *My* World

Percent who say

GLOBAL 15

It is **very or extremely important** for brands in my life to:



2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. ROL_IMP. How important is it that there are brands in your life that do each of the following? 5-point scale; top 2 box, very or extremely important. General population, 15-mkt avg.

Brands Increasingly Fill The Institutional Trust Void

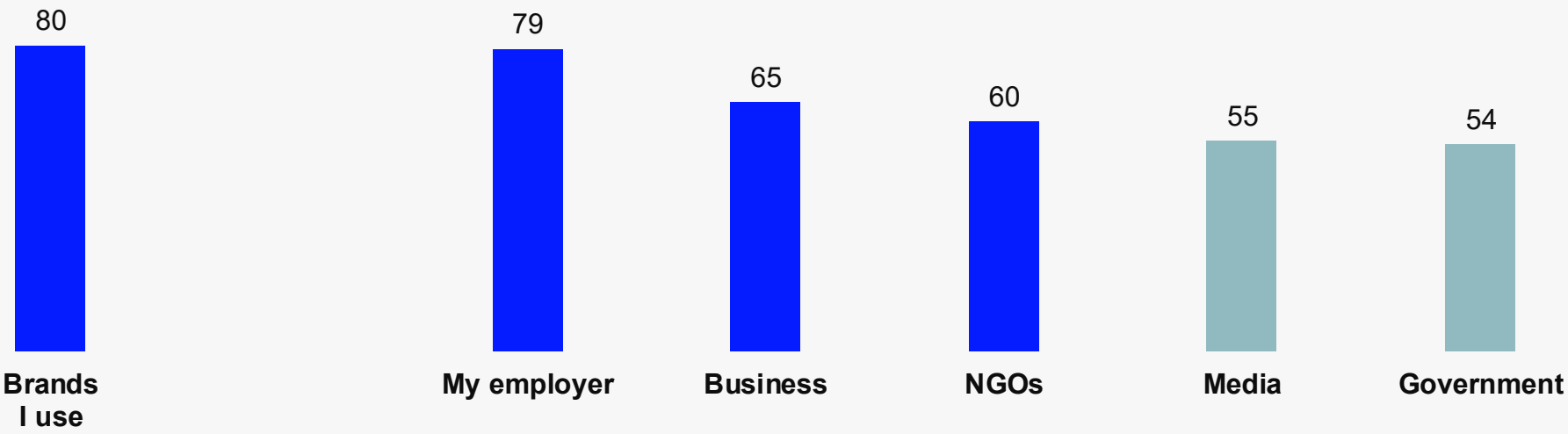
We Trust Our Brands More Than We Trust Our Institutions

Percent who say

GLOBAL 15

Distrust (1-49) Neutral (50-59) Trust (60-100)

I trust each to do what is right



2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. TRU_BRD. For each of the following, please indicate how much you trust them to do what is right. 9-point scale; top 4 box, trust. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. "My employer" only shown to employees of an organization (Q43/1). General population, 15-mkt avg.

Since 2022, Brand Trust Outpaces Institutional Trust

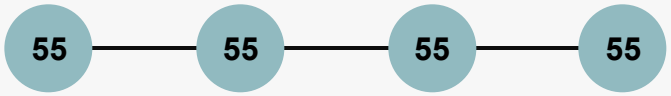
Percent who say

GLOBAL 14

Distrust (1-49) Neutral (50-59) Trust (60-100)

Trust in Institutions

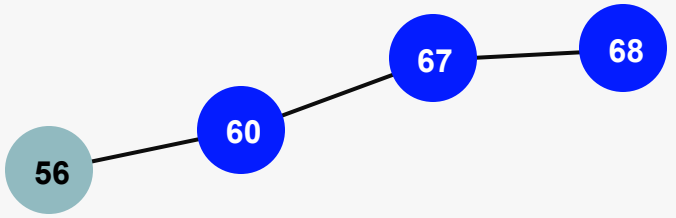
I trust **institutions**
(Trust Index, avg of business, government, media, NGOs)



Jan 2022 — Jan 2025

Trust in Brands

I trust **brands in general**



June 2022 — June 2025

2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. TRU_BRD. For each of the following, please indicate how much you trust them to do what is right. 9-point scale; top 4 box, trust. General population, 14-mkt avg.
2025 Edelman Trust Barometer. The Trust Index is the average percent trust in business, government, media, and NGOs. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 14-mkt avg. Due to a translation inconsistency in France, the 2021-2023 Trust Index scores have been imputed using a model. For more details, please see the Technical Appendix.

Since 2022, Brand Trust Grows Across Income Levels

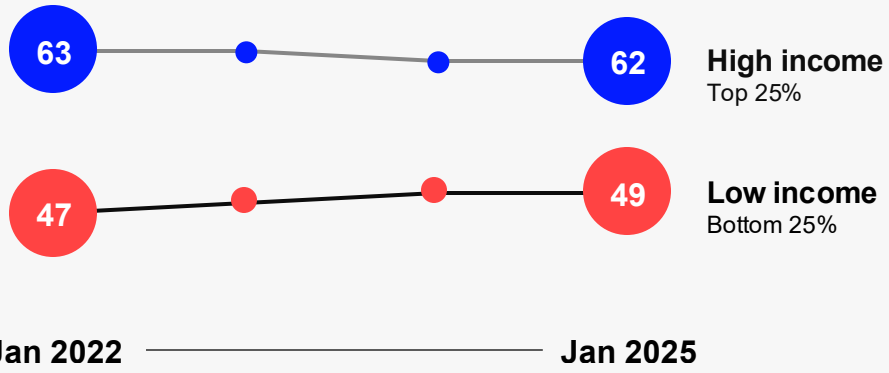
Percent who say

GLOBAL 14

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

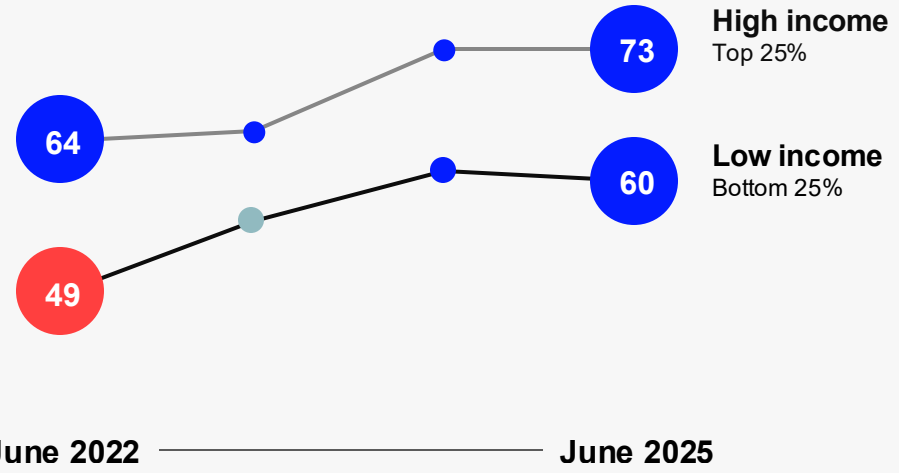
Trust in Institutions

I trust **institutions**
(Trust Index, avg of business, government, media, NGOs)



Trust in Brands

I trust **brands in general**



2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. TRU_BRD. For each of the following, please indicate how much you trust them to do what is right. 9-point scale; top 4 box, trust. General population, 14-mkt avg., by income.
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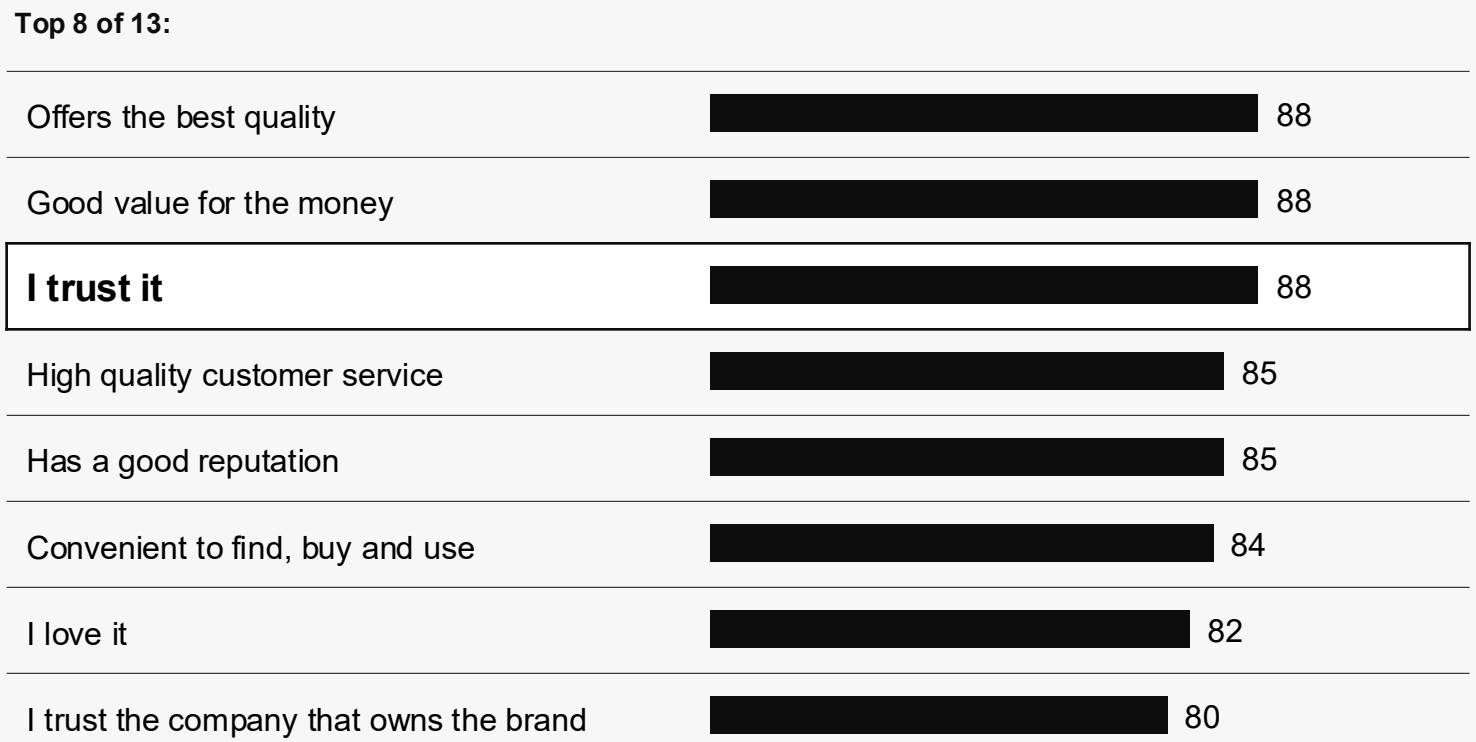
Trust Equal to Cost and Quality As Purchase Consideration

Percent who say

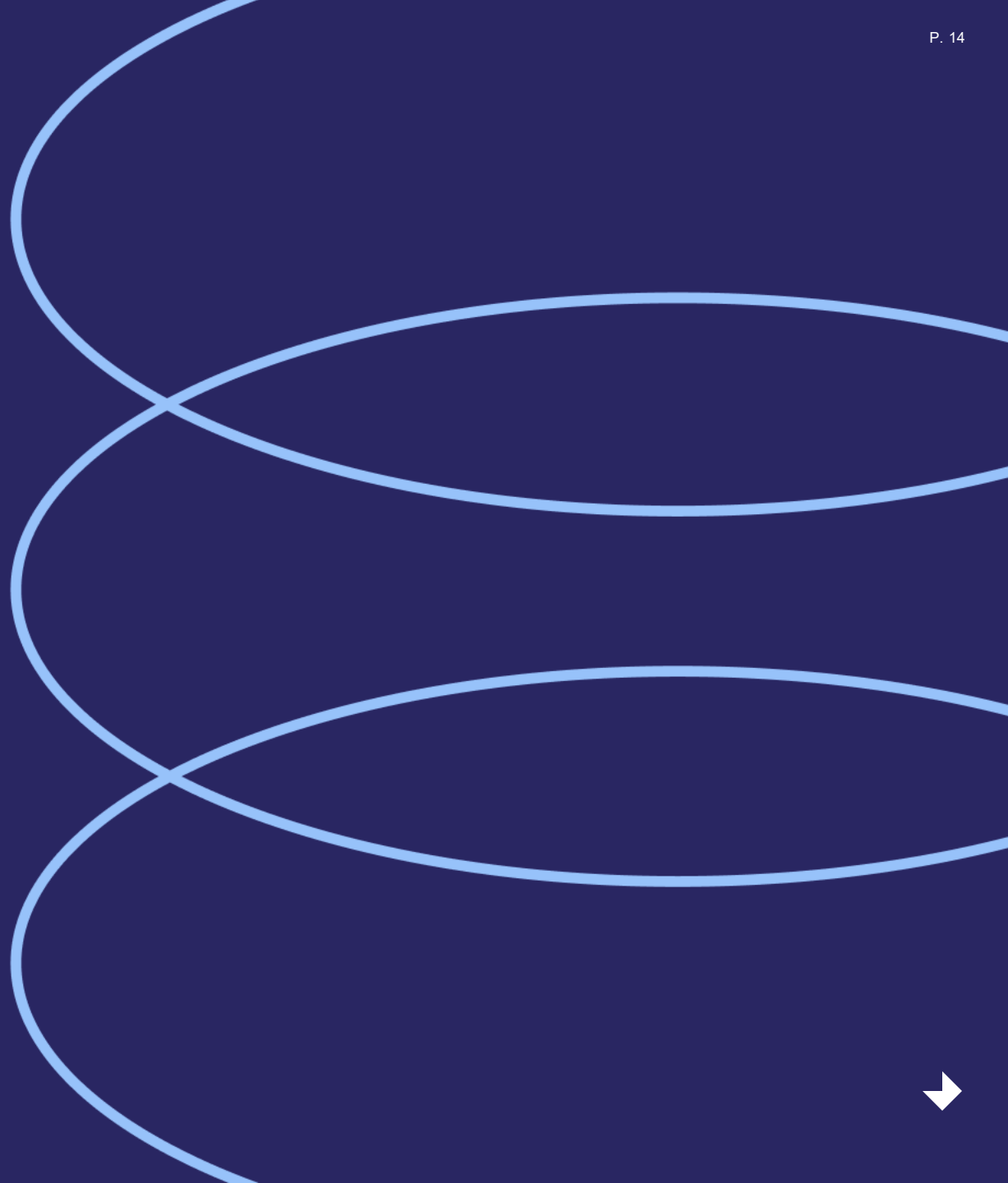
GLOBAL 15

When it comes to the brands I buy or use, this is **important or a deal breaker**



2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. TRUST_IMP. When it comes to brands in general that you will or will not buy or use, categorize each of the following attributes based on whether it is a critical deal breaker, important to have, or merely a nice to have. Please base your answers, using the scale below, on your actual purchase behavior and not what you would do in a perfect world. 3-point scale; codes 1-2, important to have or a critical deal breaker. Question asked to half the sample. General population, 15-mkt avg. Data is showing top 8 of 13 attributes, with ties broken by decimal.

Closer Brand Relationships Bring Greater Responsibility



Dual Brand Responsibilities: Do Good and Make Me Feel Good

Percent who say

GLOBAL 15

Significant change

I buy, choose, or avoid brands **based on my beliefs** about what's going on in society

64%

+4 pts

Change, 2024 to 2025

It's very or extremely important for brands to **help me personally feel good:** happy, confident, inspired, safe, and calm

68%

To Earn Trust, Be in My World Through Culture

Percent who say

GLOBAL 15

Which would be more effective in increasing your trust in a brand?

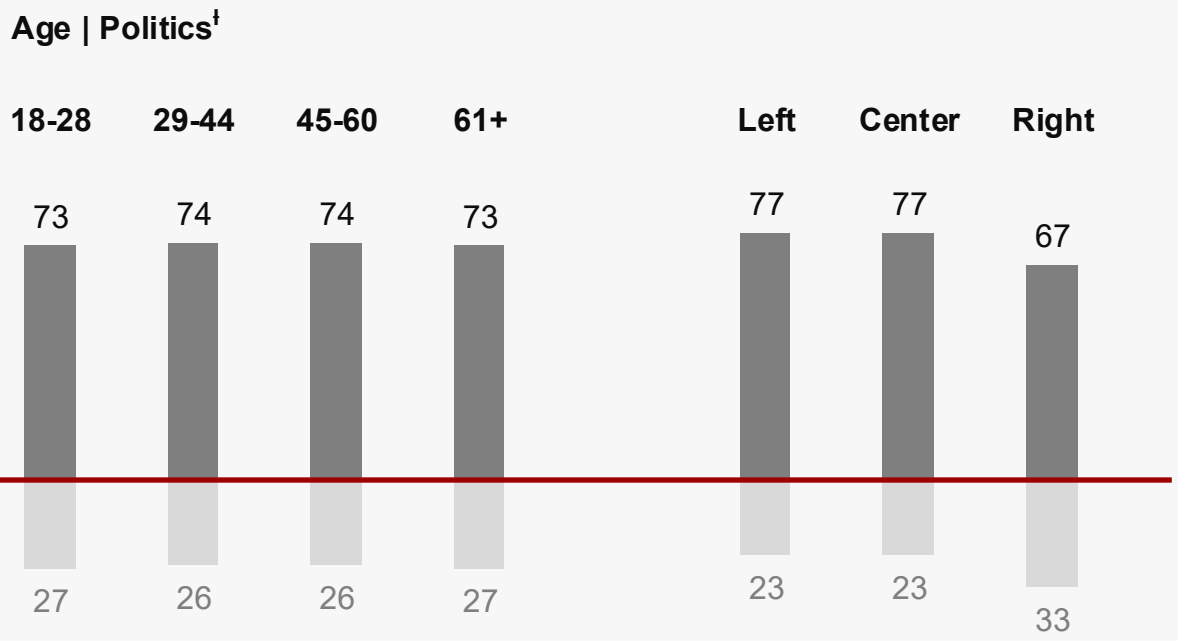
A brand that **authentically reflects today's culture**

73%

-- or ----------

A brand that **ignores culture and focuses solely on its products**

27%



2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. BRAND_CHOICE2. You are about to see a series of two choices. For each pair, we want you to select the one that would be more effective in increasing your trust in a brand. Please select only one of the two options given. Question asked to half the sample. General population, 15-mkt avg., and by age and political leaning. †Political leaning was not asked in China, Saudia Arabia or UAE; the Left, Center, and Right segments reflect a 12-mkt avg.

Brands Face Complicated Landscape for Issues Engagement

Percent who say

GLOBAL 15

I am more likely to buy a brand that…

Percent who say they are more likely to buy:

- 60+
- 50-59
- 0-49

	Global 15	Age				Politics†		
		18-28	29-44	45-60	61+	Left	Center	Right
Ensures clean air and water in local community	60	56	57	61	66	66	65	60
Combats climate change	55	51	54	56	60	66	60	50
Promotes racial equality	53	54	53	52	51	66	54	47
Combats economic inequality	51	50	51	51	52	64	52	49
Fights misinformation	48	46	48	49	51	56	50	46
Promotes gender equality	45	49	46	43	43	59	44	40

Left-leaning consumers more likely to buy from brands that support issues than right-leaning consumers

2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. RISK. If a brand were to publicly support and demonstrate a commitment to each of the following, how would that impact your likelihood of buying or using that brand? 4-point scale; code 4, more likely. Question asked to half the sample. General population, 15-mkt avg., and by age, and political leaning. †Political leaning was not asked in China, Saudia Arabia or UAE; the Left, Center, and Right segments reflect a 12-mkt avg.

Silence Is Not Safety:
1 in 2 Will Assume The Worst if Brands Are Silent

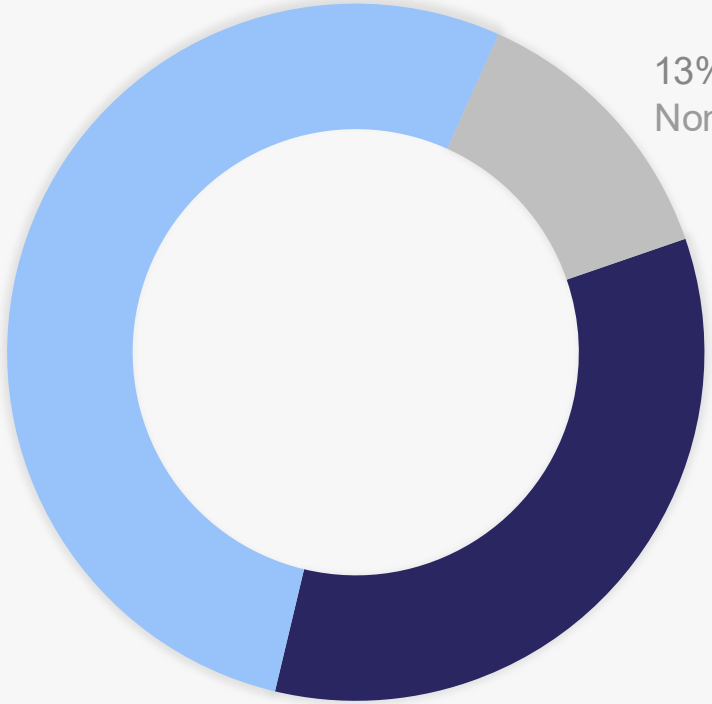
Percent who say

GLOBAL 15

If a brand does not mention what it is doing to address societal issues,

53%

I will assume the brand is **doing nothing, or hiding something** (net)



34%

I will assume the brand is **doing good**, but is simply choosing not to talk about it

2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. BRD_SILENT_2. If a brand does not mention in its advertising or public communications the things it is doing to address a particular societal challenge, which of the following are you most likely to assume is true? Question asked to half the sample. General population, 15-mkt avg. "I will assume the brand is doing nothing, or hiding something" is a net of attributes 2 and 3.

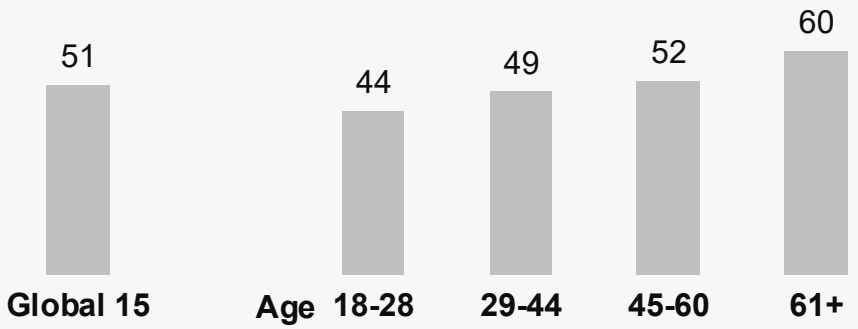
Hard Cost of Silence: Less Purchase, Less Trust

Among those who said a brand is obligated to address one or more societal issues, percent who say

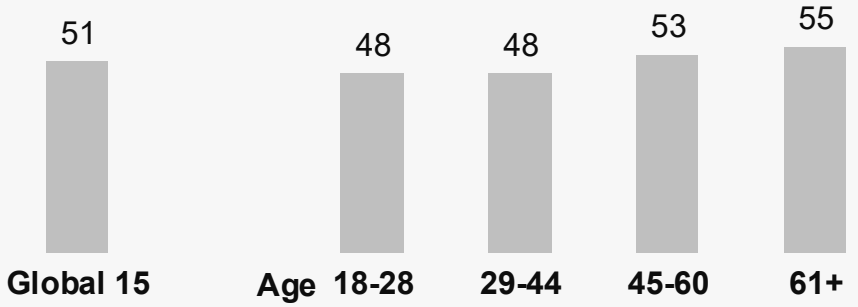
GLOBAL 15

If a brand ignores its obligation to address a societal issue,

I would be **less likely to buy from it**



I would **lose trust** in it



2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. SIL_OBL_CST. You indicated that a brand has an obligation to get engaged in addressing a societal challenge in at least one or more of the situations above. What would you do if a brand ignored that obligation and chose instead not to take any action at all? Pick all that apply. Question asked to those who said a brand is obligated to address at least one societal issue (BRD_PER/C3 ANY). General population, 15-mkt avg., and by age. The number of people who answered this question = n7,164.

Your Obligation to Act is Determined By Your Connection to the Issue

Percent who say

GLOBAL 15

Connections to an issue can include the potential for impact, protection of stakeholders, or a brand's legacy of action

2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me.
BRD_PER. There are many societal challenges in the world today, and many brands that are engaged in addressing them. Sometimes you may feel that a brand has an obligation to get engaged in addressing certain societal challenges. Other times you may feel that a brand has permission but not an obligation to get engaged in addressing certain societal challenges if it chooses to, and sometimes you may feel that a brand is not justified in addressing a specific societal challenge. For each of the situations below, please indicate whether you believe that a brand is obligated to get engaged in addressing the societal problem or challenge, it has permission to get engaged, or this is NOT a justification for a brand to get engaged in addressing the societal challenge. 3-point scale; code 3, obligated to get engaged. General population, 15-mkt avg.

The More Ties Your Brand Has to an Issue, the More Your Obligation To Act Grows

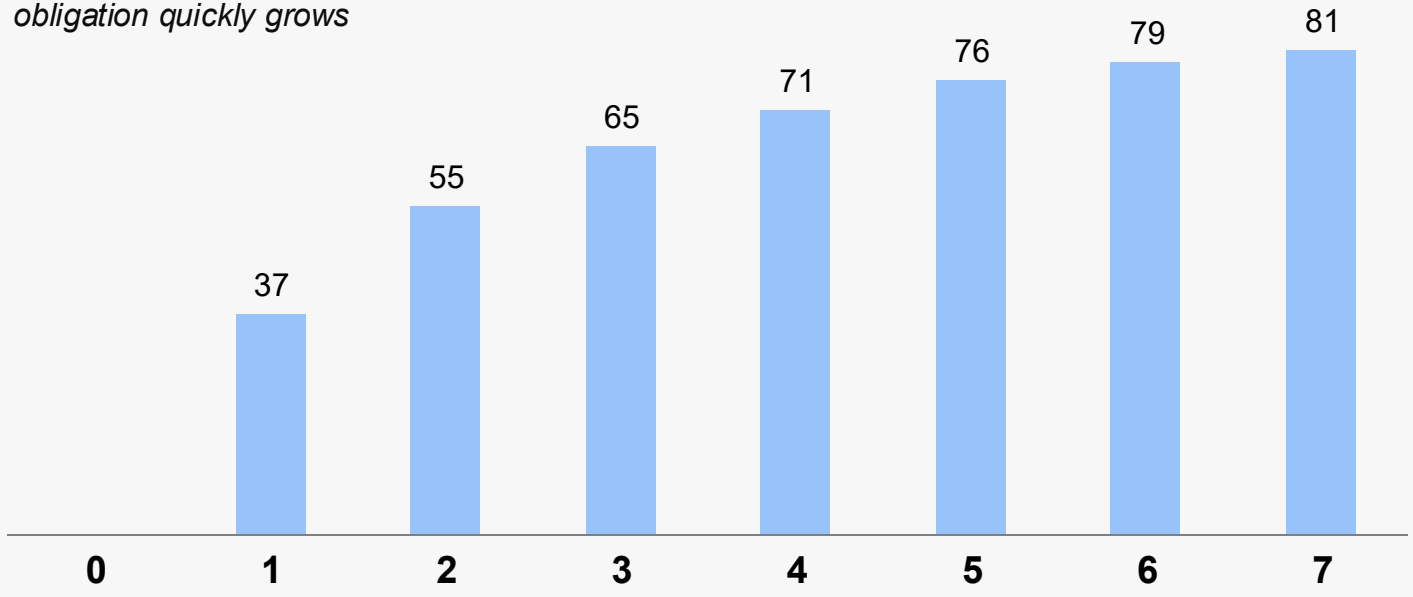
GLOBAL 15

How many connections does your brand have to the issue?

- ✓ *It could positively impact the issue*
- ✓ *It caused or worsened the issue*
- ✓ *Addressing it could have a positive business impact*
- ✓ *It negatively impacts employees*
- ✓ *It negatively impacts customers*
- ✓ *It negatively impacts community*
- ✓ *It has actioned on it in the past*

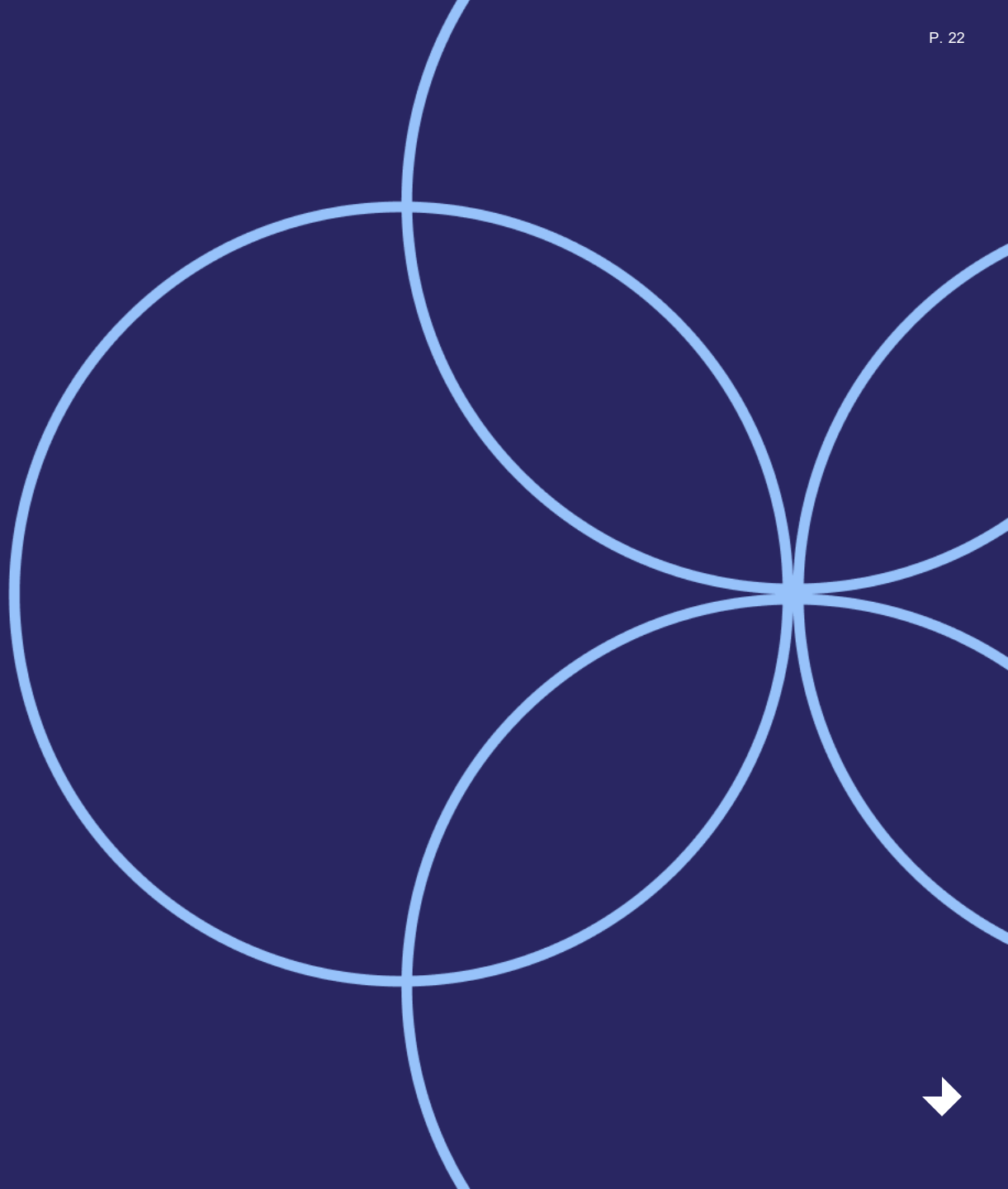
Percent who say your brand is obligated to act:

With only a few ties to an issue, obligation quickly grows



2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. BRD_PER. There are many societal challenges in the world today, and many brands that are engaged in addressing them. Sometimes you may feel that a brand has an obligation to get engaged in addressing certain societal challenges. Other times you may feel that a brand has permission but not an obligation to get engaged in addressing certain societal challenges if it chooses to, and sometimes you may feel that a brand is not justified in addressing a specific societal challenge. For each of the situations below, please indicate whether you believe that a brand is obligated to get engaged in addressing the societal problem or challenge, it has permission to get engaged, or this is NOT a justification for a brand to get engaged in addressing the societal challenge. 3-point scale; code 3, obligated to get engaged. General population, 15-mkt avg. For an explanation of how this analysis was calculated, please refer to the Technical Appendix.

Participate in My Life By Being An Active Brand



Active Brands Must Respond to My Heightened Expectations

Among those who said it is very or extremely important for a brand to do this in my life, percent who say

GLOBAL 15

Over the past 5 years,

it has become ***more important*** for brands in my life to:

Give me optimism	Help me do good	Make me feel good	Provide me with community	Teach and educate me
76%	75%	74%	73%	71%

2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. ROL_CNG. For each of the following that you said it was important for the brands in your life to do for you, please select whether it has become more important, less important, or if it has stayed at the same level of importance over the past 5 years. 5-point scale; top 2 box, somewhat or much more important. Question filtered to be among those who said each specific role is very or extremely important (ROL_IMP/C4-5 for each). General population, 15-mkt avg. "Make me feel good" has a base size of n=8,833. "Give me optimism" has a base size of n=8,254. "Help me do good" has a base size of n=8,210. "Teach and educate me" has a base size of n=7,815. "Provide me with community" has a base size of n=7,033.

Find How Your Category Can Better My Life

Among those who said each brand role is very or extremely important but they **only expect some specific brands suited to the role to do so,** percent who say

GLOBAL 15

% expectation:
50+
40-49
30-39
<29

I expect brands in this sector to:	Give me optimism	Help me do good	Make me feel good	Provide me with community	Teach & educate me
Health and pharmaceutical	50+	50+	50+	40-49	50+
Technology	50+	40-49	40-49	40-49	50+
Food and beverage	40-49	40-49	50+	40-49	30-39
Fashion and apparel	30-39	30-39	50+	40-49	30-39
Beauty and personal care	30-39	40-49	50+	30-39	30-39
Financial services	40-49	30-39	30-39	30-39	50+
Hospitality and travel	<29	30-39	30-39	40-49	30-39
Energy	30-39	30-39	<29	<29	<29

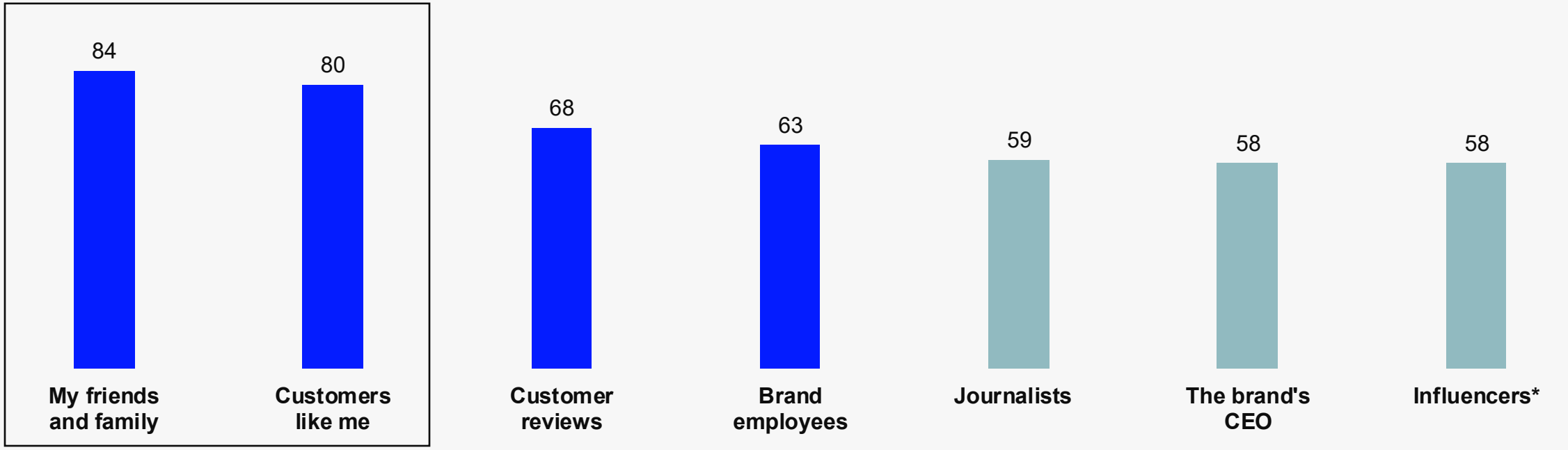
2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. ROL_CAT. You said that you expect a brand to [do the following] if its products and services are particularly suited to this role. For what kinds of products and services is this more likely to be an expectation than not? Pick all that apply. Question asked to those who said it is very or extremely important a brand plays [insert role] but only expect some specific brands they use and are suited to the role to do so (ROL_IMP/4-5 AND ROL_QNT/C1 AND WHY_EXPr4 for each). General population, 15-mkt avg. “Give me optimism” has a base size of n=514. “Help me do good” has a base size of n=484. “Make me feel good” has a base size of n=593. “Provide me with community” has a base size of n=406. “Teach and educate me” has a base size of n=525.

Communicate Your Narrative Through My Trusted Peers

Percent trust to give accurate information about a brand

GLOBAL 15

Distrust (1-49) Neutral (50-59) Trust (60-100)



2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. TRU_SPK. How much do you trust each of the following to give you accurate information about a brand? 9-point scale; top 4 box, trust. Question asked to half the sample. General population, 15-mkt avg. "Influencers" was only shown to those who defined a person that has a social media following (LNG_TST/1-6). *Respondents were asked to select their preferred term for defining a person who has a social media following, that selected term was shown here, unique to what each respondent chose, which would be one of the following: Influencer, Creator, Content Creator, Social Media Influencer, Online Personality, or Key Opinion Leader.

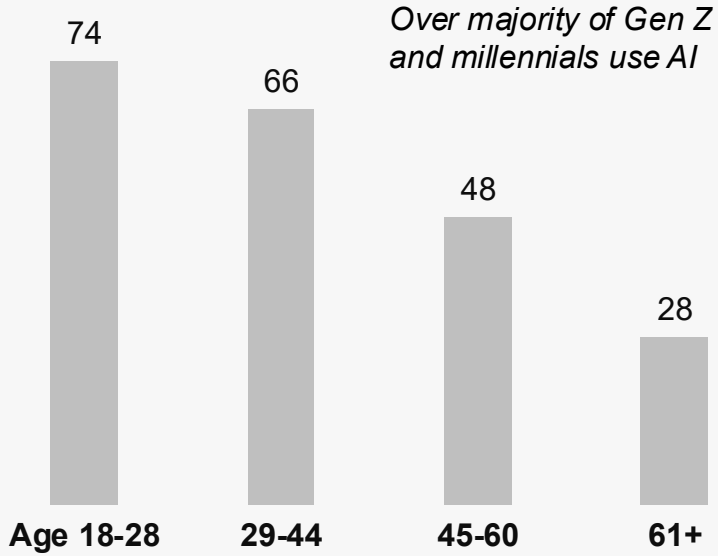
Golden Era of Earned:
Ensure I Can Discover Your Brand On AI-Based Platforms

Percent who say

GLOBAL 15

I use generative AI-based platforms …

55%



Over majority of Gen Z and millennials use AI

… and I use it for shopping in some way

91% (net)

2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. USE_AI. Do you use generative AI-based platforms such as ChatGPT [DeepSeek for Chinese respondents]? Code 1, yes. HOW_USE_AI. Which of the following, if any, do you use generative AI-based platforms such as ChatGPT [DeepSeek for Chinese respondents] for when you are shopping? Pick all that apply. Question asked to those who use generative AI-based platforms (USE_AI/1). General population, 15-mkt avg. Data shown on the right is a net of eight items, excluding "I do not use generative AI-based chat or search platforms for shopping." To see the full list of items that make up the net, please refer to the Technical Appendix.

Share Experiences With Me To Influence Purchase

Percent who say

GLOBAL 15

Before I buy from a brand, my opinion of it is at least moderately influenced by:

My own experience (avg)
Using its products
With its customer service
With its website or stores

70%

The experience of others (avg)
Friends and family
Customer reviews
Influencers

59%

What the brand says (avg)
Ads or commercials
Website or social media channels
Brand influencers

50%

2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. BEL_INF. How much influence do each of the following typically have on your general opinion of a brand before you buy it? 5-point scale; top 2 box, moderate or a lot of influence. Question asked to half the sample. General population, 15-mkt avg. "My experience" is an average of items 7-9; "What others say" is an average of items 4-6; "What the brand says" is an average of items 1-3.

Active Brands Strike the Balance of Helping Me Feel Good and Doing Good

2025 Edelman Trust Barometer Special Report: Brand Trust, From We To Me

1

Purpose is personal

Purpose should speak to real human needs rather than vague social goals. In this time of tumult, brand leadership means bringing stability, optimism, and community into consumer lives.

2

Brands fill the trust void

Brands have earned trust while institutions have stayed stagnant. While trust is a powerful band differentiator, it also comes with greater responsibilities. Brands must act in *my* world and *the* world to maintain their edge.

3

Silence is not a safe play

Playing it safe by staying silent feels low risk but comes with its own dangers. Inaction invites commoditization. To act with intention, map out the dimensions of your brands obligation to the issue at hand.

4

Active brands participate with me

To meet consumers on their terms, brands must be active in culture and in their world. Local voices and earned media, feeding into AI, are key places to start.

Appendix: Supplemental Data

Financial Distress is My Norm (Countries and Full Demos)

Percent who say

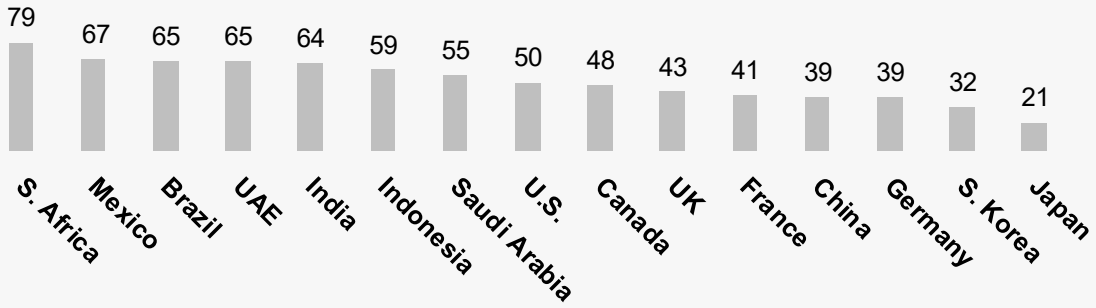
GLOBAL 15

In the past year, **I have experienced financial hardship** in one or more of these ways (net):

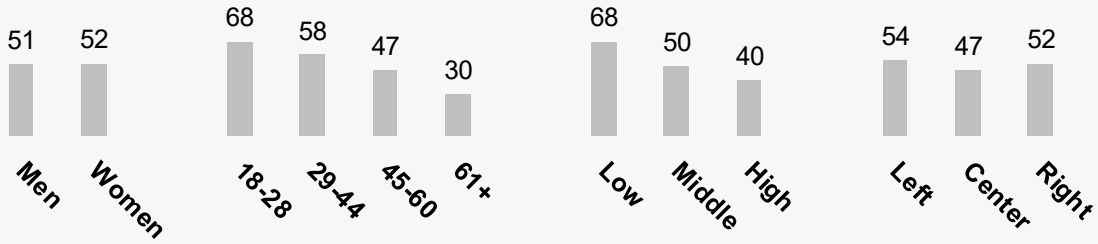
- *Paid bills late*
- *Accumulated credit card debt*
- *Skipped meals*
- *Couldn't afford healthcare*
- *Lost a job or source of income*
- *Priced out of home*

51%

Market



Gender | Age | Income | Politics†



2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. SOC_VUL. Think back over the past year and indicate how many of the following you have experienced. Pick all that apply. General population, 15-mkt avg., and by gender, age, income, and political leaning. †Political leaning was not asked in China, Saudia Arabia or UAE; the Left, Center, and Right segments reflect a 12mkt avg. Data shown is a net of attributes 1-6.

In Turbulent Times, Brands Need To Be Personal To Stabilize *My* World (Countries)

Percent who say

GLOBAL 15

It is **very or extremely important** for brands in my life to:	Global 15	Brazil	Canada	China	France	Germany	India	Indonesia	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
Make me feel good *Give me opportunities to feel happy, confident, inspired, safe, and calm*	68	83	58	75	65	60	82	75	48	74	72	79	65	73	56	60
Give me optimism *Give me a sense of possibility, optimism, and belief in a better future*	62	77	52	71	55	51	76	73	39	69	70	76	49	70	47	52
Help me do good *Give me a way to drive or contribute to positive change in the world*	61	81	50	70	54	53	77	70	30	73	71	76	49	70	46	49
Teach and educate me *Help me make better decisions through quality information*	59	78	48	70	52	50	73	68	24	73	71	74	46	67	42	49
Provide me with community *Give me a way to connect with those who share my values or lifestyle*	51	67	40	67	35	44	73	46	21	58	71	67	34	64	36	44

In Turbulent Times, Brands Need To Be Personal To Stabilize *My* World (Full Demos)

Percent who say

GLOBAL 15

It is **very or extremely important** for brands in my life to:

		Gender		Age				Income			Politics†		
	Global 15	Men	Women	18-28	29-44	45-60	61+	Low	Middle	High	Left	Center	Right
Make me feel good *Give me opportunities to feel happy, confident, inspired, safe, and calm*	68	67	70	72	74	69	56	64	68	73	67	66	71
Give me optimism *Give me a sense of possibility, optimism, and belief in a better future*	62	62	62	65	67	61	51	58	62	66	61	60	62
Help me do good *Give me a way to drive or contribute to positive change in the world*	61	60	62	66	67	61	49	57	62	65	63	58	60
Teach and educate me *Help me make better decisions through quality information*	59	58	60	62	64	59	48	54	60	63	58	56	58
Provide me with community *Give me a way to connect with those who share my values or lifestyle*	51	52	51	58	58	49	35	47	52	55	51	45	52

2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. ROL_IMP. How important is it that there are brands in your life that do each of the following? 5-point scale; top 2 box, very or extremely important. General population, 15-mkt avg., and by gender, age, income, and political leaning. †Political leaning was not asked in China, Saudia Arabia or UAE; the Left, Center, and Right segments reflect a 12-mkt avg.

Brands Face Complicated Landscape for Issues Engagement (Full Demos)

Percent who say

GLOBAL 15

I am more likely to buy a brand that…

Percent who say they are more likely to buy:

- 60+
- 50-59
- 0-49

	Global 15	Gender		Age				Income			Politics‡		
		Men	Women	18-28	29-44	45-60	61+	Low	Middle	High	Left	Center	Right
Ensures clean air and water in local community	60	58	61	56	57	61	66	56	58	66	66	65	60
Combats climate change	55	53	58	51	54	56	60	50	55	61	66	60	50
Promotes racial equality	53	50	55	54	53	52	51	48	53	58	66	54	47
Combats economic inequality	51	49	53	50	51	51	52	48	51	56	64	52	49
Fights misinformation	48	48	48	46	48	49	51	45	48	54	56	50	46
Promotes gender equality	45	41	49	49	46	43	43	41	44	51	59	44	40

2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. RISK. If a brand were to publicly support and demonstrate a commitment to each of the following, how would that impact your likelihood of buying or using that brand? 4-point scale; code 4, more likely. Question asked to half the sample. General population, 15-mkt avg., and by gender, age, income, and political leaning. ‡Political leaning was not asked in China, Saudia Arabia or UAE; the Left, Center, and Right segments reflect a 12-mkt avg.

Golden Age of Earned:
Ensure I Can Discover Your Brand On AI-Based Platforms (Countries)

Percent who say

GLOBAL 15

	Global 15	Brazil	Canada	China	France	Germany	India	Indonesia	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
I use AI	55	66	34	63	40	41	86	76	33	56	61	65	49	70	40	43
... and I use it for shopping (net)	91	90	81	98	86	87	94	95	80	91	99	92	83	95	87	87
Get personalized product recommendations	41	44	32	35	29	24	50	60	30	43	41	46	31	46	36	35
Create summaries of reviews	38	39	30	35	27	30	49	55	32	34	39	43	29	40	32	33
Compare brands or products against each other	37	34	27	41	25	30	49	46	33	34	37	42	34	38	30	36
Do research on brand parent companies	36	38	30	31	21	30	49	52	19	30	31	45	24	39	34	33
Discover new brands	31	36	26	28	17	24	43	36	21	32	32	39	17	35	26	28
Find ways to save money	30	33	27	27	18	25	41	33	17	27	32	37	19	34	26	29
Research company responses to social and political issues	27	20	20	34	18	14	43	32	14	20	35	25	13	33	25	24
Create reviews for products and services	24	22	17	31	16	16	36	25	11	19	33	22	14	30	19	20

2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. USE_AI. Do you use generative AI-based platforms such as ChatGPT [DeepSeek for Chinese respondents]? Code 1, yes. HOW_USE_AI. Which of the following, if any, do you use generative AI-based platforms such as ChatGPT [DeepSeek for Chinese respondents] for when you are shopping? Pick all that apply. Question asked to those who use generative AI-based platforms (USE_AI/1). General population, 15-mkt avg. Data shown in the "… and I use it for shopping row" is a net of eight items, excluding "I do not use generative AI-based chat or search platforms for shopping." For an explanation of the items that make up the net, please refer to the Technical Appendix.

Golden Age of Earned:
Ensure I Can Discover Your Brand On AI-Based Platforms (Full Demos)

Percent who say

GLOBAL 15

		Gender		Age				Income			Politics[†]		
	Global 15	Men	Women	18-28	29-44	45-60	61+	Low	Middle	High	Left	Center	Right
I use AI	55	55	55	74	66	48	28	49	54	64	53	54	56
... and I use it for shopping (net)	91	91	91	93	92	89	87	92	91	91	88	90	91
Get personalized product recommendations	41	41	41	45	42	38	34	39	41	43	36	44	43
Create summaries of reviews	38	39	38	38	40	38	35	35	38	43	36	40	40
Compare brands or products against each other	37	38	37	38	38	38	34	35	37	42	34	39	39
Do research on brand parent companies	36	37	35	36	38	35	31	34	35	40	36	38	39
Discover new brands	31	33	30	31	33	32	24	29	30	34	30	32	33
Find ways to save money	30	31	29	31	30	29	28	31	30	29	29	30	31
Research company responses to social and political issues	27	29	24	29	29	23	19	25	26	29	26	24	28
Create reviews for products and services	24	25	22	24	26	23	18	23	24	25	23	21	25

2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. USE_AI. Do you use generative AI-based platforms such as ChatGPT [DeepSeek for Chinese respondents]? Code 1, yes. HOW_USE_AI. Which of the following, if any, do you use generative AI-based platforms such as ChatGPT [DeepSeek for Chinese respondents] for when you are shopping? Pick all that apply. Question asked to those who use generative AI-based platforms (USE_AI/1). General population, 15-mkt avg., and by gender, age, income, and political leaning. [†]Political leaning was not asked in China, Saudia Arabia or UAE; the Left, Center, and Right segments reflect a 12mkt avg. Data shown in the "… and I use it for shopping row" is a net of eight items, excluding "I do not use generative AI-based chat or search platforms for shopping." For an explanation of the items that make up the net, please refer to the Technical Appendix.

Find How Your Category Can Better My Life, in Detail

Among those who said each brand role is very or extremely important but they **only expect some specific brands suited to the role to do so,** percent who say

GLOBAL 15

% expectation:
50+
40-49
30-39
<29

I expect brands in this sector to:	Give me optimism	Help me do good	Make me feel good	Provide me with community	Teach & educate me
Health and pharmaceutical	58	54	53	44	58
Technology	56	46	42	46	63
Food and beverage	45	47	59	47	39
Fashion and apparel	37	38	54	44	30
Beauty and personal care	33	40	51	38	33
Financial services	40	35	30	31	54
Hospitality and travel	29	34	36	42	30
Energy	39	30	24	22	26
Automotive	31	23	26	25	24
Media and entertainment	35	29	35	39	37

2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. ROL_CAT. You said that you expect a brand to [do the following] if its products and services are particularly suited to this role. For what kinds of products and services is this more likely to be an expectation than not? Pick all that apply. Question asked to those who said it is very or extremely important a brand plays [insert role] but only expect some specific brands they use and are suited to the role to do so (ROL_IMP/4-5 AND ROL_QNT/C1 AND WHY_EXPr4 for each). General population, 15-mkt avg. "Give me optimism" has a base size of n=514. "Help me do good" has a base size of n=484. "Make me feel good" has a base size of n=593. "Provide me with community" has a base size of n=406. "Teach and educate me" has a base size of n=525.

Technical Appendix

2025 Edelman Trust Barometer Special Report: *Brand Trust, From We to Me*

Sample Size, Quotas and Margin of Error

Country	Weighed Sample Size[1]	Unweighted Sample Size	Margin of Error – Total Sample[2]	Margin of Error – Half Sample[2]	Quotas Set On[3]
Global 15[5]	15,000	15,042	+/- 1.1 percentage points total sample	+/- 1.5 percentage points half sample	Quotas set at the market level
Brazil	1,000	1,002	+/- 4.1 pct pts. total sample	+/- 5.8 pct pts. half sample	Age, Gender, Region
Canada	1,000	1,002			
China[4]	1,000	1,002			
France	1,000	1,001			
Germany	1,000	1,002			
India	1,000	1,004		+/- 5.7 pct pts. half sample	
Indonesia	1,000	1,013	+/- 4.0 pct pts. total sample		
Japan	1,000	1,002	+/- 4.1 pct pts. total sample	+/- 5.8 pct pts. half sample	
Mexico	1,000	1,002			
Saudi Arabia	1,000	1,001			
S. Africa	1,000	1,002			
S. Korea	1,000	1,002			
UAE	1,000	1,002			
UK	1,000	1,003		+/- 5.7 pct pts. half sample	
U.S.	1,000	1,002		+/- 5.8 pct pts. half sample	

1. Data reported on slides is weighted to the same total base size to ensure each market has an equal effect on the global total. Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.
2. Margin of error is calculated on the unweighted sample sizes collected, at the 99% confidence level.
3. There were additional quotas on ethnicity in the UK and U.S., and on nationality in the UAE.
4. All data collected in China is from the mainland. Regions of Greater China were not surveyed.
5. The "global average" indicates the average result of all the countries where data was collected. As mentioned above, there has been no adjustment made to the population size relative to each country and the global average is not intended to suggest a total result of the entire global population.

2025 Edelman Trust Barometer Special Report: *Brand Trust, From We to Me*

Countries Included in the Various Global Averages

	Global 15	**Tracking Average Global 14**	**Global 12** Excludes China, Saudi Arabia, UAE
All countries surveyed:	Used for **current year averages** and **tracking to 2024**	Used for tracking to 2022	Used for current year averages; excludes sensitive countries[1]
Brazil	Brazil	Brazil	Brazil
Canada	Canada	Canada	Canada
China	China	China	----
France	France	France	France
Germany	Germany	Germany	Germany
India	India	India	India
Indonesia	Indonesia	----	Indonesia
Japan	Japan	Japan	Japan
Mexico	Mexico	Mexico	Mexico
Saudi Arabia	Saudi Arabia	Saudi Arabia	----
S. Africa	S. Africa	S. Africa	S. Africa
S. Korea	S. Korea	S. Korea	S. Korea
UAE	UAE	UAE	----
UK	UK	UK	UK
U.S.	U.S.	U.S.	U.S.

1. Because some of the content we ask is deemed politically or culturally sensitive there are several countries where we take special precautions in order to avoid putting our respondents, or ourselves, in a position to break any local laws. We work closely with our sample partner and its legal team to identify which questions, and in what countries, we should refrain from asking. Certain data included in this report was not collected in China and is indicated in the global average note of relevant slides. Saudi Arabia and the UAE were also excluded from a subset of questions or attributes and those instances are noted in the footnote of relevant slides.

2025 Edelman Trust Barometer Special Report: *Brand Trust, From We to Me*

Survey Languages Used and Internet Penetration by Country

	Languages	Internet Penetration*
Global	-	-
Brazil	Portuguese	84%
Canada	Localized English, Canadian French	94%
China	Simplified Chinese	78%
France	French	87%
Germany	German	94%
India	Localized English	56%
Indonesia	Indonesian	69%

	Languages	Internet Penetration*
Japan	Japanese	87%
Mexico	Localized Spanish	81%
Saudi Arabia	Localized English, Arabic	100%
S. Africa	Localized English, Afrikaans	76%
S. Korea	Korean	97%
UAE	Localized English, Arabic	100%
UK	Localized English	96%
U.S.	English, Localized Spanish	93%

*Data source: Individuals using the Internet (% of population) | Data (worldbank.org) as of June 10, 2025
Due to disproportionate access to internet in countries with lower internet penetration, the online sample in those countries tends to skew younger, urban, and more affluent.

About the Data:

French Data Model

In 2021, the translation of “government in general” in the French questionnaire was incorrectly changed to “authorities in general,” affecting data in all studies conducted in France from 2021 to 2023. When we discovered the inconsistency in early 2023, we suppressed all affected data while investigating the possibility of modeling and replacing the missing data.

Over the course of 2023, we built a data model that could reliably predict what the France data would have been if the translation were consistent. This involved identifying items (shown in the list on the right) that are predictive of trust in government in other Western democracies and testing whether they had similar predictive power in France.

To build a model with a sufficient level of accuracy, we iterated through 5,000 different randomly split samples, controlling for gender, income, age, and other demographics, of France data collected in the 2024 Edelman Trust Barometer and in the 2023 Special Report: Trust and Climate Change. In both surveys, we used the accurate translation for trust in “government in general,” along with the predictor variables. In both surveys, we also included the trust in “authorities in general” attribute for our French respondents. This allowed us to include the mistranslated variable in our model as one of the predictors for trust in government.

For each split sample, 75% of the sample was used to train the data, and the remaining 25% was used as a test group. Using a random forest classification model, we were able to accurately classify 89.41% of respondents as trusters or non-trusters, which gave us the confidence to repopulate the data in affected reports with data from our predictive model.

The modeled data was applied to the France data from each impacted year (2021, 2022, and 2023) to predict the overall level of trust in government in general. The Trust Index for those years has also been updated, given that trust in government is part of that calculation.

Predictors	Question text
Trust in institutions	**TRU_INS:** Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right 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”.
	Media in general
	Business in general
	Non-governmental organizations (NGOs)
	Authorities in general
Economic optimism	**CNG_FUT:** Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years’ time?
Government competence	**TRU_3D_GOV:** To what extent do you agree with the following statement?
	Government in general is good at what it does
Fears of gig-economy	**POP_EMO:** Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following?
	Permanent jobs with benefits being replaced by freelance, gig-economy or short-term jobs that do not offer benefits
Government ethics dimensions	**GOV_PER_DIM:** In thinking about why you do or do not trust government in general, please specify where you think it falls on the scale between the two opposing descriptions.
	Highly effective agent of positive change
	Honest and fair
	Has a vision for the future that I believe in
	Serves the interests of everyone equally and fairly

HOW WE CALCULATED BELIEF-DRIVEN BUYERS

Respondents were asked a series of questions to understand the role their values, opinions about social issues, and political beliefs played in their purchasing decisions. The Belief-Driven Buyers were identified by averaging respondents' level of agreement or disagreement with six specific items along a 9-pt scale. The items are shown in the table to the right.

- Non-Belief-Driven Buyers were those that scored between 1 – 4.99 on the scale, meaning on average they disagreed with these statements.
- Belief-Driven Buyers were those that scored between 5.00 – 9.00 on the scale, meaning on average they agreed with at least some of these statements

Respondents were asked:

Please indicate how much you agree or disagree with the following statements

1.	Even if a company makes the product that I like most, I will not buy it if I disagree with the company's stand on important social issues
2.	If a brand offers the best price on a product, I will buy it even if I disagree with the company's stand on controversial social or political issues
3.	I have bought a brand for the first time for the sole reason that I appreciated its position on a controversial societal or political issue
4.	I have stopped buying one brand and started buying another because I liked the politics of one more than the other
5.	I have strong opinions about many societal and political issues. The brands I choose to buy and not buy are one important way I express those opinions.
6.	I have stopped buying a brand solely because it remained silent on a controversial societal or political issue that I believed it had an obligation to publicly address

Calculating The Use Of AI For Shopping NET

To identify the share of respondents who use AI for shopping, we first asked whether they use generative AI-based platforms, such as ChatGPT or DeepSeek (for Chinese respondents only). Those who answered 'yes' received a follow-up question prompting them to specify what they use AI for, which included shopping-related behaviors.

Respondents who selected at least one shopping behavior were grouped into a composite score to provide an overall percentage of generative AI-based platform users who use it for shopping in some way.

Respondents were asked:

Which of the following, if any, do you use generative AI-based platforms for when you are shopping?

	I use AI for shopping in some way
1	Asking it to recommend a product based on my needs, wants, or a description of my lifestyle
2	Getting summaries of reviews that have been written about a product or service
3	Comparing brands or products against each other in order to determine which one I should buy
4	Doing research on the companies behind the brands I buy
5	Discovering new brands
6	Finding ways to save money on my purchases
7	Finding out what companies are doing within their organizations in response to social and political issues
8	Creating reviews for products and services that I have purchased
9	None of the above

HOW WE CALCULATED A BRANDS OBLIGATION TO ACT

Respondents evaluated various scenarios in which a brand might engage with a societal issue. For each connection a brand might have to an issue (shown in the table to the right), participants indicated whether they believed the brand was:

- Obligated to take action
- Permitted to act but not required
- Not justified in getting involved

An analysis was conducted to determine the percentage of people who believe a brand has an obligation to take action based on how many connections a brand has to a particular societal issue.

The goal was to understand how perceptions of obligation change depending on how many of these connections are present. For example, we looked at all possible combinations of two connections out of the seven. For each of these 21 combinations (based on the formula n!/r!(n-r)! Where n is the number of items and r is the number items to choose), we measured the net percentage of people who agreed that the brand had an obligation to act. This allowed us to then calculate an overall average of the nets which is the data displayed in the chart. We repeated this analysis for each possible number of connections, from one to seven.

In simpler terms, the analysis answers the question: “If a brand has X number of connections to an issue, what percentage of people, on average, believe the brand has an obligation to respond?” By averaging the net obligation levels across all combinations of connections, we were able to estimate how public expectations increase as the number of connections grows from 0 to 7.

	I believe a brand is obligated, has permission, or is not justified to act if…
1	The brand could potentially have a significant positive impact on the societal challenge
2	The brand significantly contributed to causing or worsening the societal challenge
3	Addressing the societal challenge would lead to a significant improvement in the performance and/or profits of the brand
4	The brand’s workforce is negatively impacted by the societal challenge
5	The brand’s customers are negatively impacted by the societal challenge
6	The communities in which the brand has operations are negatively impacted by the societal challenge
7	The brand has a history of taking action on the societal challenge

Full Text for Shortened Answer Choices

2025 Edelman Trust Barometer Special Report: *Brand Trust, From We to Me*
Full Text For Answer Choices Abbreviated

Financial Distress is My Norm

SOC_VUL. Think back over the past year and indicate how many of the following you have experienced.

Shortened	Full
Paid bills late	I paid bills late or not at all because I did not have enough money in my account
Accumulated credit card debt	I accumulated credit card debt that I could not pay off
Skipped meals	I had to skip meals because I did not have enough money to buy food
Couldn’t afford healthcare	I was not able to get needed healthcare or medicine because I could not afford it
Lost a job or source of income	I lost a job or source of income
Priced out of home	I had to move because the payments for my home or apartment increased beyond what I was able to afford

2025 Edelman Trust Barometer Special Report: *Brand Trust, From We to Me*
Full Text For Answer Choices Abbreviated

I Worry Tariffs and Trade Wars Will Increase My Cost of Living

PERS_EMO. How much do you worry about each of the following?

Shortened	Full
I worry about products I use daily becoming more expensive due to tariffs and trade wars	Products that you use everyday becoming more expensive because of tariffs and trade wars

2025 Edelman Trust Barometer Special Report: *Brand Trust, From We to Me*
Full Text For Answer Choices Abbreviated

I Trust My Country's Brands Over Foreign Brands

TRU_BRD. For each of the following, please indicate how much you trust them to do what is right.

Shortened	Full
Domestic brands	Brands headquartered in your own country
Foreign brands	Brands headquartered in foreign countries

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Full Text For Answer Choices Abbreviated

In Turbulent Times, Brands Need To Be Personal To Stabilize *My* World

ROL_IMP. How important is it that there are brands in your life that do each of the following?

Shortened	Full
Give me optimism: Give me a sense of possibility, optimism, and belief in a better future	**Provide hope for the future**: Give you a sense of possibility, optimism, and belief in a better future
Teach and educate me: Help me make better decisions through quality information	**Teach and educate**: Help you learn new skills and make better decisions by sharing information relevant to their area of expertise (e.g., health brands being sources of information about health and health issues)
Provide me with community: Give me a way to connect with those who share my values or lifestyle	**Provide community**: Give you a way to connect with people who share your values, interests, or lifestyle

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We Trust Our Brands More Than We Trust Our Institutions

TRU_BRD. For each of the following, please indicate how much you trust them to do what is right.

TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right.

Shortened	Full
Brands I use	The specific brands that I use
Business	Business in general
NGOs	Non-governmental organizations (NGOs)
Media	Media in general
Government	Government in general

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Trust Equal to Cost and Quality As Purchase Consideration

TRUST_IMP. When it comes to brands in general that you will or will not buy or use, categorize each of the following attributes based on whether it is a critical deal breaker, important to have, or merely a nice to have.

Shortened	Full
I trust the company that owns the brand	I trust the corporation that owns the brand
I trust it	I trust it
I love it	I love it
Has a good reputation	It has a good reputation
Offers the best quality	It offers the best quality
Good value for the money	It offers good value for the money
High quality customer service	It offers high quality customer service
Convenient to find, buy and use	It is convenient to find, buy and use
Has minimal environmental impact	It has as small a negative impact on the environment as possible
Treats its employees well	It treats its employees well
Is a domestic brand based in my country	It is a domestic brand headquartered in my country
Is a good fit with who I am as a person	It is a good fit with who I am as a person
Has a purpose beyond making a profit	It has a mission or purpose in the world beyond making a profit

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To Earn Trust, Be in My World Through Culture

BRAND_CHOICE2. You are about to see a series of two choices. For each pair, we want you to select the one that would be more effective in increasing your trust in a brand.

Shortened	Full
A brand that authentically reflects today's culture	A brand that authentically reflects today's culture. It is of the moment and current with today's cultural trends.

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Brands Face Complicated Landscape for Issues Engagement

RISK. If a brand were to publicly support and demonstrate a commitment to each of the following, how would that impact your likelihood of buying or using that brand?

Shortened	Full
Ensures clean air and water in local community	Taking actions to ensure your community's air and water is clean
Combats climate change	Taking actions to combat climate change and environmental degradation
Promotes racial equality	Ending racism and racial inequality
Combats economic inequality	Committing to reduce economic inequality (e.g., close the gap between CEO and worker pay)
Fights misinformation	Protecting the independence of the media and actively combatting misinformation, fake news and outright lies
Promotes gender equality	Promoting gender equality

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Silence Is Not Safety: 1 in 2 Will Assume The Worst if Brands Are Silent

BRD_SILENT_2. If a brand does not mention in its advertising or public communications the things it is doing to address a particular societal challenge, which of the following are you most likely to assume is true?

Shortened	Full
I will assume the brand is doing nothing, or hiding something (net)	The brand is not addressing the challenge and so has nothing to talk about
	The brand has something negative to hide regarding what it is doing or not in regards to the challenge and is trying to avoid the topic
I will assume the brand is doing good, but is simply choosing not to talk about it	The brand is doing good work on the challenge, but is simply choosing not to talk about it

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Your Obligation to Act is Determined By Your Connection to the Issue

BRD_PER. There are many societal challenges in the world today, and many brands that are engaged in addressing them. Sometimes you may feel that a brand has an obligation to get engaged in addressing certain societal challenges. Other times you may feel that a brand has permission but not an obligation to get engaged in addressing certain societal challenges if it chooses to, and sometimes you may feel that a brand is not justified in addressing a specific societal challenge. For each of the situations below, please indicate whether you believe that a brand is obligated to get engaged in addressing the societal problem or challenge, it has permission to get engaged, or this is NOT a justification for a brand to get engaged in addressing the societal challenge.

Shortened	Full
It could positively impact	The brand could potentially have a significant positive impact on the societal challenge
It caused or worsened	The brand significantly contributed to causing or worsening the societal challenge
It would profit from addressing	Addressing the societal challenge would lead to a significant improvement in the performance and/or profits of the brand
Negatively impacts employees	The brand’s workforce is negatively impacted by the societal challenge
Negatively impacts communities	The communities in which the brand has operations are negatively impacted by the societal challenge
Negatively impacts customers	The brand’s customers are negatively impacted by the societal challenge
It has actioned on it in the past	The brand has a history of taking action on the societal challenge

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The More Ties Your Brand Has to an Issue, the More Your Obligation To Act Grows

BRD_PER. There are many societal challenges in the world today, and many brands that are engaged in addressing them. Sometimes you may feel that a brand has an obligation to get engaged in addressing certain societal challenges. Other times you may feel that a brand has permission but not an obligation to get engaged in addressing certain societal challenges if it chooses to, and sometimes you may feel that a brand is not justified in addressing a specific societal challenge. For each of the situations below, please indicate whether you believe that a brand is obligated to get engaged in addressing the societal problem or challenge, it has permission to get engaged, or this is NOT a justification for a brand to get engaged in addressing the societal challenge.

Shortened	Full
It could positively impact the issue	The brand could potentially have a significant positive impact on the societal challenge
It caused or worsened the issue	The brand significantly contributed to causing or worsening the societal challenge
It would profit from addressing	Addressing the societal challenge would lead to a significant improvement in the performance and/or profits of the brand
It negatively impacts employees	The brand’s workforce is negatively impacted by the societal challenge
It negatively impacts communities	The communities in which the brand has operations are negatively impacted by the societal challenge
It negatively impacts customers	The brand’s customers are negatively impacted by the societal challenge
It has actioned on it in the past	The brand has a history of taking action on the societal challenge

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Active Brands Must Respond to My Heightened Expectations

ROL_CNG. For each of the following that you said it was important for the brands in your life to do for you, please select whether it has become more important, less important, or if it has stayed at the same level of importance over the past 5 years.

Shortened	Full
Give me optimism	Provide hope for the future: Give you a sense of possibility, optimism, and belief in a better future
Help me do good	Help you do good: Give you a way to drive or contribute to positive change in the world
Make me feel good	Make you feel good: Give you opportunities to feel happy, confident, inspired, safe, and calm
Provide me with community:	Provide community: Give you a way to connect with people who share your values, interests, or lifestyle
Teach and educate me:	Teach and educate: Help you learn new skills and make better decisions by sharing information relevant to their area of expertise (e.g., health brands being sources of information about health and health issues)

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Find How Your Category Can Better My Life

ROL_CAT. You said that you expect a brand to [INSERT BRAND ROLE] if its products and services are particularly suited to this role. For what kinds of products and services is this more likely to be an expectation than not?

Shortened	Full
Give me optimism	Provide hope for the future

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Communicate Your Narrative Through My Trusted Peers

TRU_SPK. How much do you trust each of the following to give you accurate information about a brand?

Shortened	Full
My friends and family	Family and friends
Customers like me	A person like yourself who regularly uses the brand
Customer reviews	People who leave reviews about a brand's products or services
Brand employees	An employee of the brand
Journalists	Journalists and people who report about brands
The brand's CEO	The CEO of the company that owns the brand
Influencers*	Influencer, creator, content creator, social media influencer, online personality, or key opinion leader

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Golden Age of Earned: Ensure I Can Discover Your Brand On AI-Based Platforms

HOW_USE_AI. Which of the following, if any, do you use generative AI-based platforms such as [Ex-CHINA: ChatGPT] [IN CHINA: DeepSeek] for when you are shopping? (Please select all that apply.)

Shortened	Full
…and I use it [generative AI-based platforms] for shopping in some way	Comparing brands or products against each other in order to determine which one I should buy
	Getting summaries of reviews that have been written about a product or service
	Finding ways to save money on my purchases
	Discovering new brands
	Doing research on the companies behind the brands I buy
	Finding out what companies are doing within their organizations in response to social and political issues
	Creating reviews for products and services that I have purchased
	Asking it to recommend a product based on my needs, wants, or a description of my lifestyle

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Share Experiences With Me To Influence Purchase

BEL_INF. How much influence do each of the following typically have on your general opinion of a brand before you buy it?

Shortened	Full
Using its products	Your direct, personal experiences with using the brand's products or services before you purchase it, for example sampling, borrowing, or testing it
With its customer service	Your direct, personal experiences with the brand's customer service
With its website or stores	Your direct, personal experiences on the brand's website or in their stores
Friends and family	What your family and friends say about the brand
Customer reviews	What people are saying in reviews about the brand and its products or services
Influencers	What [Influencers, creators, content creators, social media influencers, online personalities, or key opinion leaders] not associated with the brand say about it
Ads or commercials	What a brand says about itself and its products in its advertisements and commercials
Website or social media channels	What a brand says about itself on its website or social media channels
Brand influencers	What [Influencers, creators, content creators, social media influencers, online personalities, or key opinion leaders] associated with the brand say about it